

Social Media Messages

Make sure to include @AFPIHQ, #AFPBTC and Donate now at afpfoundation.org/bethecause when using your own/chapter's social media networks!

Suggested Social Media Posts for Chapters – Facebook/LinkedIn

1. Your investment in the AFP Foundation for Philanthropy will help support local, national and international programs, such as: Diversity & Inclusion, Professional Development and Research! Learn more today at afpfoundation.org/bethecause #AFPBTC
 - a. The #BEtheCAUSE Campaign has aided in launching the North American expansion of *New Faces of Fundraising* a multi-year initiative. #AFPBTC
 - b. The #BEtheCAUSE Campaign will support professional development grants (formerly scholarships), which provide fundraisers and nonprofit leaders with education, training and leadership development opportunities. #AFPBTC
 - c. The #BEtheCAUSE Campaign will advance research that increases knowledge of fundraising, philanthropy, and social innovation, which includes the Growth in Giving Initiative. #AFPBTC
2. It's not the size – it's what you do with it! Your gift, big or small, helps strengthen your chapter and the AFP Foundation. Donate today at afpfoundation.org/bethecause. #AFPBTC
3. Did you know that through #BEtheCAUSE 140 Chamberlain Scholars and 24 Diversity Scholars were able to attend the 2016 International Fundraising Conference in Boston, Massachusetts? Join us and Donate today at afpfoundation.org/bethecause #AFPBTC

Suggested Social Media Posts for Chapters – Twitter

- Donate today to empower fundraisers, strengthen relationships and transform giving: afpfoundation.org/bethecause. #AFPBTC
- Fundraisers who are also philanthropists. You are the best of the best! Donate now at afpfoundation.org/bethecause. #AFPBTC

TIP: Provide links to the [BE the CAUSE website](http://afpfoundation.org/bethecause) so that more donors/members will know where to go to receive the best material on the campaign and support! #AFPBTC

Social Media Messaging – Donors – Twitter

- **I Empower Fundraisers!** Give to the #BEtheCAUSE campaign today and join the movement. Donate now: afpfoundation.org/bethecause #AFPBTC
- **I Strengthen Relationships!** Join the #BEtheCAUSE campaign and support your local chapter. Donate now: afpfoundation.org/bethecause #AFPBTC
- **I Transform Giving!** Join the #BEtheCAUSE campaign today! Donate now at afpfoundation.org/bethecause #AFPBTC
- I contributed to the #BEtheCAUSE campaign. Join me and donate today at afpfoundation.org/bethecause #AFPBTC

Social Media Messaging – Donors – Facebook/LinkedIn

- Join me and transform giving by joining the #BetheCAUSE Campaign today! Support our local chapter today. Donate now to #BETHECAUSE at afpfoundation.org/bethecause #AFPBTC
- Have you made your #2017BETHECAUSE Campaign gift today? I did and it supported my local chapter by empowering fundraisers, strengthening relationships and transforming giving. Join me and contribute today at afpfoundation.org/bethecause #AFPBTC

Suggested Social Media Ideas – Instagram/Facebook/LinkedIn

- Donor LOVE!
 - o Post a picture of one of your donors in your chapter and share something really great that they did recently. #BetheCAUSE #AFPBTC



- Scholar LOVE!
 - o Post a picture of one of the scholars in your chapter and share their experience through the program. #BetheCAUSE #AFPBTC



- Post a fun fact about the campaign
 - o Did you know that the AFP ABC Chapter created a Mentorship program through the #BetheCAUSE campaign! #AFPBTC
- Add a picture of chapter meetings/events to inspire other chapters.
 - o Just make sure to #BetheCAUSE #AFPBTC

- Celebrate your donors
 - o Talk about your donors and show how much their gift means to the **#BEtheCAUSE** campaign. **#AFPBTC**
- Community Stories/Nonprofit Impact
 - o Post about community stories and how your members' organizations are making a difference in the lives of people in their communities. **#AFPBTC**

TIP: Add pictures of events and meetings that your local fundraisers are involved in.