

# SOCIAL FUNDRAISING GUIDE



As a part of the Feisty Pickles Community, your job is to shout about it, tell your story, share the page, tell everyone what feisty pickles is. about it, tell your story, share the page, tell everyone what feisty pickles is.

Your friends, your parents, your barista, at the barbers, at work, at pickleball, ANYWHERE you can tell people about feisty pickles. And if you're not doing it in person, there are lots of other ways to share!



## SOCIAL MEDIA

Facebook/Instagram/Twitter/TikTok/Whatever you thing is.

- Tell people what you're doing and why. You could live stream an event or share photos.
- If you have a personal reason for supporting feisty pickles, and feel comfortable sharing, tell people. You could help someone going through something similar.
- Repetition is key - not everyone is on social media every day, make sure they see what you are sharing.
- Photos/videos - let everyone see you and your friends! Show off your experience with action shots and engaging videos.



## LOCAL PRESS

Local media outlets are often interested in covering stories that are relevant to the community, including events, projects, or initiatives that benefit the local area. By sharing your story with them, you not only increase visibility but also inspire others to get involved or support your efforts.

To get started, you can visit the website or contact the local paper, news outlet, or radio station for information on how to share your story. They may have specific guidelines or contacts for submitting news or event information. By leveraging local media, you can amplify your message and make a positive impact in your community.



## EMAIL

Creating pre-written email messages can be a great way to efficiently spread messages, share upcoming events, promotions, or news with your network. These emails can be crafted in advance and then sent out quickly whenever needed.

By creating and saving pre-written email messages, you can quickly reach out to your network, saving you time and effort in the process.