

12

days of giving

LINKEDIN SOCIAL MEDIA COPY TO SUPPORT YOUR SOCIAL MEDIA POSTS

To encourage more people to nominate your charity and increase your chances of winning, use this text to post on LinkedIn alongside the graphics you'll find in your toolkit. We have also provided specific text for Facebook, Instagram and Twitter. Simply copy and paste the text below and tweak it as you see fit - we've suggested you write some bits yourself, to personalise the message and tailor it to your charity - then post on your social media.



1. Post now:

Your nomination really counts. £1,000 could make a real difference to the work we do [briefly let your followers know what that work is.] Your nomination could be the one that helps us win. [Briefly explain how the donation would be spent and how it would help.] Click 'nominate now' on the website and enter our details. Thanks for your support! movementforgood.com/12days

The more nominations we get, the greater our chance of winning, so please spread the word.

2. Post 1 December 2021:

Just five days left until nominations close for the first draw in Ecclesiastical's 12 days of giving – and your nomination could be the one that helps us win. £1,000 could make a real difference to the work we do [briefly let your followers know what that work is and explain how the donation would be spent and how it would help.] Click 'nominate now' on the website and enter our details. Thanks for your support! movementforgood.com/12days

The more nominations we get, the greater our chance of winning, so please spread the word.

3. Post 6 December 2021:

The first 10 winners have been announced but with 11 draws still to go, your nomination could be the one that helps us win. £1,000 could make a real difference to the work we do [briefly let your followers know what that work is and explain how the donation would be spent and how it would help.] Click 'nominate now' on the website and enter our details. Thanks for your support! movementforgood.com/12days

The more nominations we get, the greater our chance of winning, so please spread the word

4. Post during the period 7 - 19 December 2021:

You can still nominate us in Ecclesiastical's 12 days of giving – and your nomination could be the one that helps us win. £1,000 could make a real difference to the work we do [briefly let your followers know what that work is and explain how the donation would be spent and how it would help.] Click 'nominate now' on the website and enter our details. Thanks for your support! movementforgood.com/12days

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5. Post 20 December 2021:

Just a few hours left until nominations close for the final draw in Ecclesiastical's 12 days of giving – and your nomination could be the one that helps us win. £1,000 could make a real difference to the work we do [briefly let your followers know what that work is and explain how the donation would be spent and how it would help.] Click 'nominate now' on the website and enter our details. Thanks for your support! movementforgood.com/12days

The more nominations we get, the greater our chance of winning, so please spread the word.