

COMMUNITY FUNDRAISING HOST SOCIAL MEDIA TOOLKIT



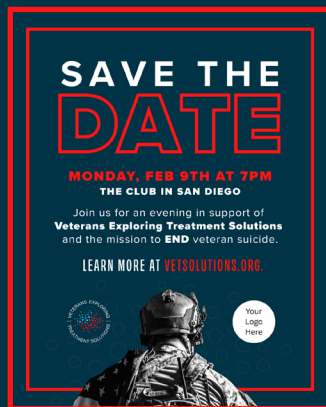
GUIDANCE & INSTRUCTIONS

Use this guide to help align your message as a mission amplifier.

These templates are premade in the VETS brand style guide as an easy-to-follow path on your fundraising journey.

SOCIAL MEDIA TEMPLATES (FEED/GRID and STORY)

To use the templates, you'll need a free [Canva.com](https://www.canva.com) account. Once opened in Canva, edit the relevant fields within the template to reflect your fundraiser's details (date, time, dollar figures, etc.). Be careful not to edit or move any of the locked brand elements, including colors.



📌 STORY VERSION



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ONCE YOUR GRAPHIC IS READY TO SHARE, DOWNLOAD AS AN IMAGE AND UPLOAD TO YOUR FAVORITE SOCIAL PLATFORMS

[linkedin.com/company/vetsolutionsorg](https://www.linkedin.com/company/vetsolutionsorg)

[veteransolutions](https://www.instagram.com/veteransolutions)

[VeteransExploringTreatmentSolutions](https://www.facebook.com/VeteransExploringTreatmentSolutions)

[/vetsforvets](https://twitter.com/vetsforvets)



TEMPLATE CAPTIONS

Copy and paste these captions, or edit them on your own to fully customize each template for your event.

01.

SAVE THE DATE

Something big is happening, and YOU'RE invited.

We're hosting a fundraiser with VETS and every dollar raised goes directly towards helping veterans access psychedelic-assisted therapy, comprehensive wrap-around care, and a renewed sense of purpose.

Don't sit this one out.

Register, donate, or share — every action counts.

Post in the days and weeks coming up to the launch of your event for the most exposure.

02.

EVENT COUNTDOWN

[X] DAYS. We are SO close.

Our goal: [\$X]. Raised so far: [\$X]. The finish line is in sight. We can feel it.

Here's how you can help RIGHT NOW:

- Donate any amount
- Share this post (seriously, this matters more than you think)
- Tag a friend who would show up

Let's close this out together.

Post a few days before the launch of your event for continued interest on your social channels.

03.

FUNDRAISING MILESTONE

WE HIT [50% / \$X]!

I'm not even going to pretend this isn't a huge deal. In just [# days], this community raised [\$X] for VETS.

You did that. We did that. And we're only halfway there.

Share this post and let's push to the finish.

Tag someone who hasn't seen this yet.

Post whenever you hit 25%, 50%, 75%. The closer you are to the goal, the more urgency it drives.

04.

TESTIMONIAL

I asked [Supporter] why they keep showing up for VETS. Here's what they said:

"[Genuine volunteer quote — why this cause matters to them personally, 2–3 sentences]"

That's who we're doing this fundraiser for. That's who we're doing it WITH.

If this work moves you the way it moves [Volunteer Name], we'd love to have you at our event on [Date] — or donate from wherever you are.

Post during or after your event for an emotional connection with your audience on your social channels.

05.

LAST CHANCE

This is your final call.

Our fundraiser closes in [X hours] and we are [\$X] away from our goal.

If you've been waiting — wait no longer. Your \$10, \$25, \$50 gift right now helps put us over the top.

No amount is too small. Every dollar is a veteran helped.

Donate now: [Link]

Post before 24 hours of closing. Tag donors in follow-up stories to make them feel seen.

06.

THANK YOU POST

We did it. Together.

Our community raised [\$TOTAL] for VETS — and we are genuinely blown away by what you showed up to accomplish.

That's [\$X] that will directly impact veterans and their families in their pursuit of healing. That's real. That's YOU.

Thank you from the bottom of our hearts. Let's keep the momentum going. [Tag key donors, volunteers, or supporters]

Post within 24 hours of closing. Tag donors in follow-up stories to make them feel seen.

HASHTAGS:

Use up to four of these hashtags with your posts.

#VETS #veterans #mentalhealthmatters #veteransupport

#makeadifference #communityevent #fundraiser #nonprofit