

OUT OF THE COLD

Benefiting HOPE 4 Youth

SOCIAL MEDIA TIPS

Step 1 - Like and follow

Facebook

/HOPE4YouthMN

Twitter

@HOPE4YouthMN

Instagram

@HOPE4YouthMN

LinkedIn

/HOPE-4-Youth

Step 2 - Post, Engage, Invite

Post about your ***Out of the Cold*** experience on your own social media channels.

Remember to include pictures and videos!

Tag HOPE 4 Youth and any friends who are involved. Remember to use #cold4youth.

Like, comment and share HOPE 4 Youth's posts as well.

Step 3 - Go Live

Go live on your channels to encourage others to donate and bring you out of the cold to ensure youth experiencing homelessness are never left out in the cold again.

Sample Social Media Posts:

On **DATE**, I am going out in the cold to raise awareness of the youth in our community experiencing homelessness. HOPE 4 Youth needs our help to bring youth ***Out of the Cold*** this winter. Will you help? Donate at **LINK** and help me reach my goal of **\$\$\$**.

Once I meet my goal, I can come ***Out of the Cold***. Help ensure youth experiencing homelessness are never left out in the cold again.

On any given night in Minnesota, 6,000 youth are left out in the cold. Tonight, I am out in the cold to help change this! Luckily, with your help, I will soon be able to warm up inside, but the youth experiencing homelessness in our community are not as lucky. I'm asking you to help bring them ***Out of the Cold*** by donating to HOPE 4 Youth at **LINK**. Once I reach my goal of **\$\$\$**, I will come out of the cold.

If You Would Like to Fundraise Via Facebook, Here's How:

1. Log into your Facebook account.
2. Click **Fundraisers** in the left menu of your news feed.
3. Click **Raise Money**. Note – set your fundraiser deadline as 12/31/2019.
4. Select **HOPE 4 Youth**
5. Choose a cover photo and fill in your fundraiser details.
6. Write why this is important to you personally to give extra inspiration.
7. Click **Create**.