**Social Media ideas**

Make repeated asks for support. (insert examples)

Include a link to your donation page as often as possible.

Feature donors and why they support your organization

Use #newsmatch hashtag

Match your social media posts to the emails that you send (timing and message).

Consider using fun giving incentives: lunch with staff, a tour of the office.

Use the days of the week to repeatedly call attention to the campaign over the next month:

* Match Monday - two employees wearing the same outfit, pictures illustrating a match gift (two dollars, two wrapped gifts).
* Two for Tuesday - two logo mugs next to each other, prominent people holding up two fingers,
* Throw back Thursday – throw back to a story from the past year. Ask if they would know about it if not for your org.

Highlight creative things people are doing to raise money for your organization: bake sales, car washes, penny collectors, etc.