

Social Media & Promotion Tips

Use social media to promote your event, build excitement, and thank your supporters before, during, and after your fundraiser. Be sure to tag The Darling Home for Kids so we can help celebrate your impact where possible.

Tag The Darling Home for Kids

- **Facebook:**
@darlinghomeforkids
- **Instagram:**
@thedarlinghome4kids
- **Hashtag:** #DH4K



BEFORE YOUR EVENT

- Share why you're fundraising and how people can support your event.
- Include your event details and donation link in your posts whenever possible.

DURING YOUR EVENT

- Post photos, short videos, or updates to keep supporters engaged.
- If photos or video may be shared publicly, post a sign at your event to let attendees know.

AFTER YOUR EVENT

- Thank your donors, sponsors, and attendees.
- Share your results and a few highlights from the event.

SAMPLE POSTS

Event announcement:

I'm fundraising for **The Darling Home for Kids** through **[event name]** on **[date]**. Your support will help children with medical complexity and their families. **[link]** **#DH4K**

Thank you post:

Thank you for supporting my fundraiser for **The Darling Home for Kids**. Because of your generosity, we raised **[\$ amount]** to help support children with medical complexity and their families. **#DH4K**