



**FUND THE
FUTURE**



SOCIAL MEDIA TOOLKIT TABLE OF CONTENTS

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CAMPAIGN OVERVIEW

Fund the Future is our annual giving campaign. Proceeds from this fundraising effort go to support the programs and events that prepare Michigan's youth to achieve a future beyond imagination. As we embark on our annual campaign which officially kicks off on Tuesday, November 29th, 2022 - Giving Tuesday, we wanted to ask for your support by making it simple for you to include our messages in your personal social media posts.

USING SOCIAL MEDIA TO INCREASE OUR REACH

How do smaller nonprofit organizations like Youth Solutions create effective social giving campaigns? They enlist the help of advocates, like you!

In the last several years, the use of Facebook, YouTube, Twitter and other social media tools to disseminate health messages has grown significantly, and continues to trend upward. Using social media tools has become an effective way to expand reach, foster engagement and increase access to credible, science-based health messages. Social media and other emerging communication technologies can connect millions of voices to:

- Increase the timely dissemination and potential impact of fundraising messages.
- Leverage audience networks to facilitate information sharing.
- Engage others to expand our reach to include broader, more diverse audiences than Youth Solutions could reach on our own.
- Personalize and reinforce fundraising campaign messages that can be more easily tailored or targeted to particular audiences.
- Facilitate interactive communication, connection and public engagement.
- Make it easy for others to donate to our worthy cause which inspires and connects youth to achieve a future beyond imagination.

TIPS FOR SOCIAL SHARING SUCCESS

- Think about your audience and what types of messages will resonate with them.
- Feel free to personalize the message that goes along with the imagery provided by Youth Solutions. You want to make sure anything you post comes across as authentic and natural, not forced.
- If you feel comfortable, share your personal story and your experiences with Youth Solutions. How has your life been positively impacted by your participation in YS / JMG programs, events or interactions?
- We are asking you to be an advocate for Youth Solutions. Be mindful of the other content you share in addition to the content provided by our team. Does it pass the "Grandma Test?" If you wouldn't want your Grandma to see it, you probably shouldn't post it!
- Social Media posts that perform best contain a combination of text and visuals. Use the campaign graphics in your posts.

- Always include a Call to Action in your posts: That means, ask your audience to do something. In this case, we'd ask that you either send them to the 1) [General Fund the Future Campaign Donation Page](#) or 2) [YAC Scholarship Page](#).
- Include the campaign hashtag in your social media posts #YSFundTheFuture
- Tag our pages on whatever social media platform you are posting on!
 - Youth Solutions Facebook page - <https://www.facebook.com/ouryouthsolutions>
 - Youth Solutions Twitter – <https://twitter.com/YSMichigan>
 - Youth Solutions LinkedIn - <https://www.linkedin.com/company/ouryouthsolutions>
 - JMG Facebook page - <https://www.facebook.com/JobforMichigansGraduates/>
 - JMG Twitter - <https://twitter.com/JobforMIGrads>
 - JMG Instagram - <https://www.instagram.com/jobformigrads/?hl=en>

Youth Advisory Council Scholarship-Specific Resources:

Donation Page Links:

[YAC Scholarship](#)

Sample Text:

With education costs skyrocketing, won't you make a difference for a student who wants to further pursue their education? Your donation will fund the Youth Advisory Council Scholarship. Eligible participants could win up to \$500 toward their educational expenses. There is no greater investment than in the education of our youth. Please donate today.

<https://www.ouryouthsolutions.org/yac-scholarship>

Ben Franklin said "An investment in knowledge pays the best interest." Won't you help fund the Youth Solutions Youth Advisory Council Scholarship? It's new and will help the recipients pay for expenses related to their continuing education or apprenticeship. Please give today!

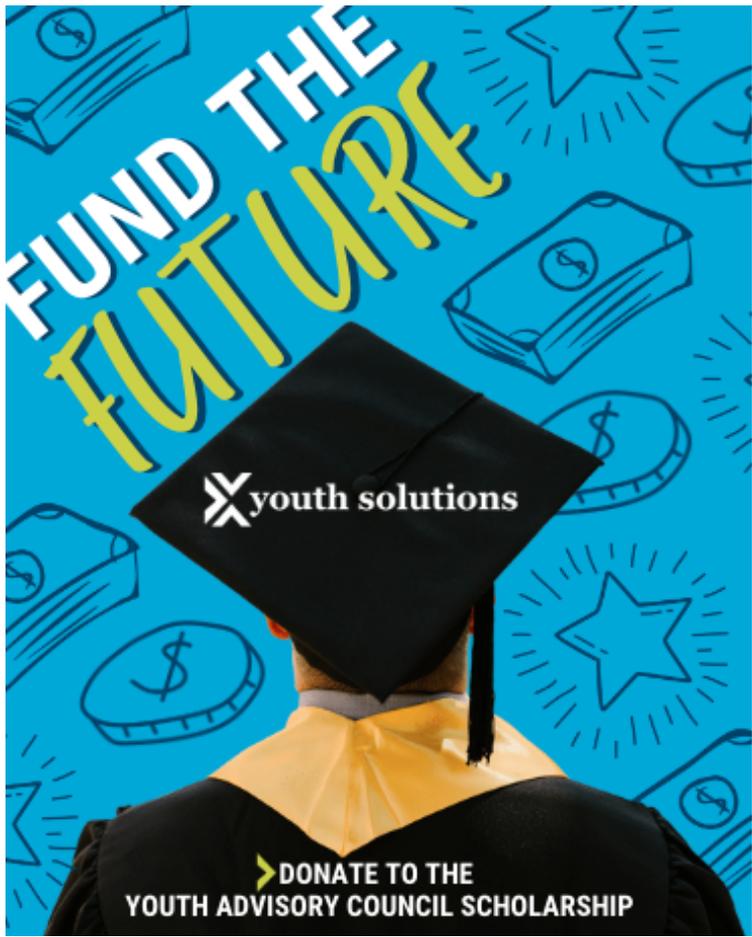
<https://www.ouryouthsolutions.org/yac-scholarship>

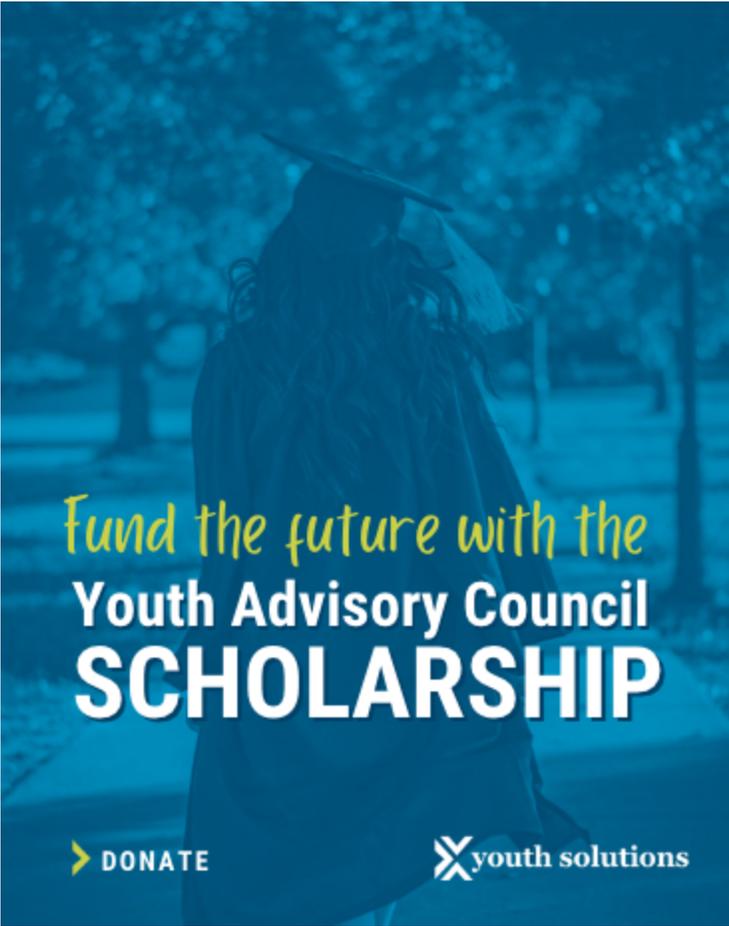
An education opens your mind to endless possibilities. Many of Michigan's Youth cannot afford the next step along their journey, that's why we've started the Youth Advisory Council Scholarship. Eligible participants could win up to \$500 toward their educational expenses. Please help us fund the future for these young people.

<https://www.ouryouthsolutions.org/yac-scholarship>

Social Graphics For Your Use:

Make a copy and save the graphic to your device. Share on your social media channels.





Fund the future with the
Youth Advisory Council
SCHOLARSHIP

> DONATE

 youth solutions



SCHOLARSHIP

> Donate to the
Youth Advisory Council
SCHOLARSHIP

 youth solutions

Instagram Stories Graphics:



Flyer For Your Use:

Youth Advisory Council SCHOLARSHIP

INTRODUCING! The Youth Advisory Council (YAC) Scholarship will help fund the future for Jobs for Michigan's Graduates (JMG) youth. This scholarship will provide JMG youth the opportunity to be awarded scholarship funds toward post-secondary education and/or skilled trades certification.



**Two \$500 scholarships
will be awarded to active
JMG youth or JMG Alumni.**



FUND THE FUTURE

Your donation to the YAC Scholarship will help youth pay tuition, fees, books, registration costs, or training/certifications.



Donate today!

ouryouthsolutions.org/yac-scholarship

Questions? Contact Nolan Henson at nolanhenson5@gmail.com

JOBS for MICHIGAN'S
GRADUATES
powered by youth solutions

Fund the Future Campaign Resources:

Donation Page Links:

[Fund the Future](#)

Sample Text For Social Media:

It has been said that educating and supporting our youth is the best way to invest in a prosperous future. With that in mind, Youth Solutions will be kicking off our annual fundraising campaign on Tuesday November 29, 2022 - also known as Giving Tuesday. Please consider supporting this worthy cause. <https://www.ouryouthsolutions.org/donate>

Please help Youth Solutions continue to serve Michigan's youth through their purpose: *"inspiring and connecting youth to achieve a future beyond imagination."* Your financial support will fund programs and experiences that prepare young people for continued education or career opportunities. Won't you give today? <https://www.ouryouthsolutions.org/donate>

Youth Solutions is a nonprofit organization that is near and dear to me. They create programs and experiences for Michigan's youth, helping them understand their talents and learn skills that prepare these young adults to be work-ready. Won't you join me in donating to this worthy cause? Every contribution matters! <https://www.ouryouthsolutions.org/donate>

In 2022 the demand for Youth Solutions programs was at an all-time high. They served more youth across the state of Michigan than ever before, providing programs and events that prepare these young adults for in-demand careers. As a nonprofit, they count on generous supporters like you. Please make a donation today. <https://www.ouryouthsolutions.org/donate>

In a time when more students are disengaged at school, Youth Solutions is proud to say that 97% of the young people who took part in their programs graduated! We need your donations to keep these valuable experiences available to Michigan's youth. Please make a tax deductible donation today. <https://www.ouryouthsolutions.org/donate>

Social Graphics For Your Use:

Make a copy and save the graphic to your device. Share on your social media channels.

FUND THE FUTURE

 youth solutions



 CAN WE COUNT ON YOUR SUPPORT?

FUND THE FUTURE

 GIVE TODAY  youth solutions





**FUND
THE
FUTURE**

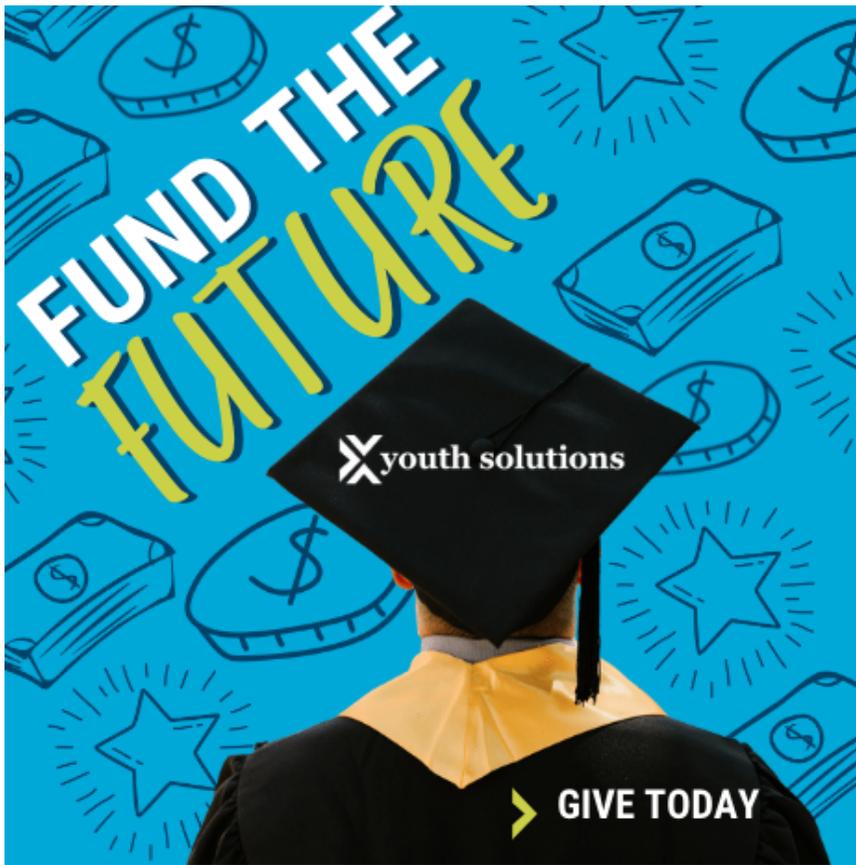
> DONATE TODAY!  youth solutions



 youth solutions

**FUND THE
FUTURE**

> WILL YOU SUPPORT OUR YOUTH?



As a nonprofit organization, Youth Solutions relies on the generosity of people like you to help Michigan's youth gain valuable life experiences that inspire and connect them to achieve a future

beyond imagination. Won't you help us fund the future? Give today!

<https://www.ouryouthsolutions.org/donate>



\$25

★bucks or students...

Where would you get the
greatest return on \$25?
Every contribution matters!

> FUND THE FUTURE  youth solutions

You could spend \$25 on fancy coffee or you could contribute to students. When you invest in Michigan's youth, the impact is real, immediate and could change an individual's life forever. Where do you think you could get a better return on as little as \$25? Every contribution matters! Please help us fund the future. <https://www.ouryouthsolutions.org/donate>



Pizza night or people's futures...Where would your \$50 make the greatest impact? When you invest in Youth Solutions programs, you are funding the future success of Michigan's youth. Please donate today. \$50 would be greatly appreciated but every contribution matters.

<https://www.ouryouthsolutions.org/donate>



You could spend \$100 on a fine dining experience or you could invest that money in future leaders. Which investment do you think would have the greatest impact? We believe there is no better place to give your money than an organization that supports Michigan's youth. Won't you help fund the future? Donate \$100 or whatever you are able. Every contribution matters!

<https://www.ouryouthsolutions.org/donate>

If you have questions about this social media toolkit or how you can support our annual giving campaign, please contact:

[Amina Chatti](#)