



SOCIAL MEDIA TOOLKIT TABLE OF CONTENTS

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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!

Using social media tools has become an effective way to expand reach, foster engagement and increase access to credible 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 / Jobs for Michigan's Graduates (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 send them to the [Building the Future Campaign Donation Page](#).
- Include the campaign hashtag in your social media posts: #BuildingtheFuture
 - More hashtags are listed below
- 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/JobsforMichigansGraduates/>
- JMG Twitter - <https://twitter.com/JobsforMIGrads>
- JMG Instagram - <https://www.instagram.com/jobsformigrads/?hl=en>

15 Years of Jobs for Michigan's Graduates (JMG) Programming: Celebrate With Us!



We are beyond excited to celebrate 15 years of JMG programming! We wanted to invite you to participate in celebrating with us through the following activities:

Social Media Challenges

These challenges are designed to help boost engagement and foster a sense of community among our supporters throughout the campaign.

The first challenge, "In 15 years I hope to..," will kick off on September 5 and run until October 13. We encourage participants to share photos or videos of themselves holding up a distinctive sign, [LINKED HERE](#), while tagging us.

Next, we have the "Advice I would give my 15-year-old self" challenge. This challenge will launch on October 23 and end on November 24. Supporters are invited to post photos or videos with valuable advice to their younger selves holding up a distinctive sign, [LINKED HERE](#), while tagging us.

Sample Posts

🎉 We're celebrating 15 incredible years of changing lives with Jobs for Michigan's Graduates (JMG) programming! From 76 youth served in 2008 to a record-breaking 4,469 this year, JMG has transformed futures for youth in Michigan. Join us in celebrating 15 years of success! Visit our website to explore the impactful milestones along our journey: <https://www.ouryouthsolutions.org/donate>

🎉 Join us in celebrating 15 remarkable years of changing lives with Jobs for Michigan's Graduates (JMG) programming! JMG empowers youth through job readiness training, breaking barriers, and fostering a sense of purpose and belonging. Together, we equip them with the skills to succeed in today's workforce. Learn more about the JMG program by visiting: <https://www.ouryouthsolutions.org/jmg>

🎉 Join us in celebrating 15 remarkable years of Jobs for Michigan's Graduates (JMG) programming! JMG empowers youth, ignites their potential, removes barriers, and creates pathways to success. Together, we have witnessed incredible success stories that showcase the resilience and achievements of JMG participants. Take a moment to be inspired by these stories of triumph over adversity and remarkable accomplishments. Read their stories, here: <https://www.ouryouthsolutions.org/success-stories>

Annual Giving Campaign Overview



Building the Future is our annual giving campaign celebrating 15 years of JMG programming. The campaign will kick off on August 22 and run 15-weeks. Proceeds from this fundraising effort enable us to offer mentorship support, scholarships, access

to career pathway exploration, and opportunities to provide essential resources that will empower youth to unlock their potential and thrive in life.

We need your support throughout the entirety of the Building the Future Campaign. By sharing our messages we can reach more people who are prospective donors who may be willing to donate to support our efforts. Our team has made it simple for you to include messages that are already developed in your personal social media posts.

Building the Future Campaign Resources

Donation Page Links

[Building the Future](#)

Sample Text For Social Media

Building the Future takes preparation today. With that in mind, Youth Solutions will be kicking off their annual fundraising campaign on August 22. Please consider supporting this worthy cause. <https://www.ouryouthsolutions.org/donate>

For 15 years, Jobs for Michigan's Graduates (JMG) has been dedicated to empowering young minds and transforming lives. Did you know that JMG has consistently earned a 90%+ graduation rate? Through mentorship, skills training, financial literacy and job placement support, JMG is helping youth unlock their true potential for success. But they can't do it alone. We need your support to continue making a difference. By donating today, you can contribute to their journey toward a brighter future. <https://www.ouryouthsolutions.org/donate>

For 15 years, Jobs for Michigan's Graduates (JMG) has been committed to making a positive impact on Michigan's youth. Through JMG, we are connecting with these young people and inspiring them to reach their full potential. Your donations will help them to continue their work, making a positive impact in the lives of even more youth over the next 15 years. Please give generously today. <https://www.ouryouthsolutions.org/donate>

For 15 years, Jobs for Michigan's Graduates (JMG) has been dedicated to making a positive impact on Michigan's youth. Last year they impacted **a record number of youth across the state of Michigan**, the most ever in a single year, connecting with them in a way that they are inspired about their future. Your support can help them reach more

youth than ever before. Can you give to support 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 2023 the demand for Youth Solutions programs was at an all-time high. They impacted 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, Youth Solutions counts on generous supporters like you. Please make a donation today.

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

Over the last 15 years we've seen an alarming trend: 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>

Change is good! Youth Solutions promises to continue innovating, connecting, inspiring and building relationships that help young people surpass their dreams. Won't you help them continue inspiring and connecting youth to a future beyond imagination? Your financial support will help. <https://www.ouryouthsolutions.org/donate>

Hashtags

- #BuildingtheFuture
- #JMG15Anniversary
- #JMG15YearsStrong
- #15for15

- #CreatingChangeSince2008
- #TransformingLivesSince2008
- #InspiringYouthSince2008
- #BuildingBrighterFutures
- #JMGLegacy

Social Graphics For Your Use

Save the graphic to your device. Share on your social media channels.

BUILDING THE FUTURE >

Your donations help to
expand our programming and
create more opportunities for
Michigan's youth.

GIVE TODAY

JOBS *for* MICHIGAN'S
GRADUATES
powered by X youth solutions



BUILDING THE FUTURE >

Your donations help Michigan's
youth gain valuable life
experiences that inspire and
connect them to achieve a
future beyond imagination.

GIVE TODAY

JOBS *for* MICHIGAN'S
GRADUATES
powered by X youth solutions



BUILDING THE FUTURE

Your donations will not only impact individual lives, but will also contribute to the overall development of Michigan's communities. By investing in Youth Solutions, you're investing in building a brighter future for Michigan.

GIVE TODAY

JOBS for MICHIGAN'S
GRADUATES
powered by X youth solutions



BUILDING THE FUTURE

Your donations help Michigan's youth gain valuable life experiences that inspire and connect them to achieve a *future beyond imagination.*

GIVE TODAY

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BUILDING THE FUTURE

Your donations help Michigan's youth gain valuable life experiences that inspire and connect them to achieve a *future beyond imagination.*

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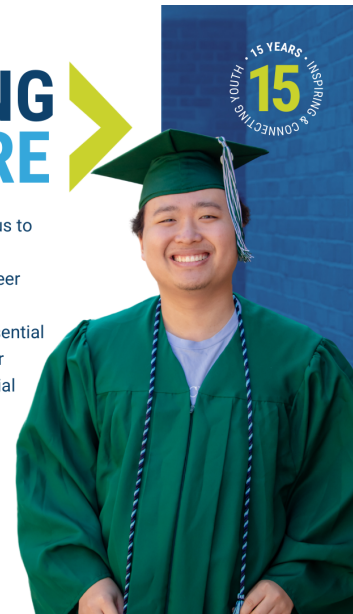


BUILDING THE FUTURE

Your donations will enable us to offer mentorship support, scholarships, access to career pathway exploration, and opportunities to provide essential resources that will empower youth to unlock their potential and thrive in life.

GIVE TODAY

JOBS for MICHIGAN'S
GRADUATES
powered by X youth solutions



BUILDING THE FUTURE

Your donations help Michigan's
youth gain valuable life
experiences that inspire and
connect them to achieve a
future beyond imagination.

**Will you support
our youth?**

JOBS for MICHIGAN'S
GRADUATES
powered by X youth solutions



How To Create a Fundraiser from your Facebook Page

1. From your Feed, click Fundraisers in the left-hand menu
 - a. Note: if you don't see this option, click **See More**
2. From the left Fundraisers menu, click + Raise money.
3. Click Nonprofit
4. In the search bar, type in Kinexus Youth Solutions
5. Add Details for your fundraiser including:
 - a. The amount of money you want to raise
 - b. Date your fundraiser will end
 - c. A title for your fundraiser and your reason for raising money
 - d. A cover photo for your fundraiser
6. Confirm that the preview of your fundraiser looks accurate
7. When you're done, click Create

How to share, edit or end a fundraiser from your Page

After your fundraiser has been created, you can share your fundraiser or stay connected with the nonprofit.

On desktop, click Get Started

- To share your fundraiser to your Feed, click Share to write a post that shares a link to the fundraiser.

- To stay connected, click the checkboxes to either Follow the nonprofit's Page, or Share your email with the nonprofit
- **Sample starter text:**

Youth Solutions is an organization that is near and dear to me. I have created a fundraiser to generate donations that will help them serve more youth across Michigan with education-focused, career development opportunities. Will you please give to my personal fundraiser?

I believe in the power of quality education to transform lives. That's why I'm raising funds for Jobs for Michigan's Graduates 15th year of programming. By contributing just \$15, you can help them reach their goal. Your support will provide essential resources for our students. Click the link below to donate, and please share this post with your friends and family. Together, we can make a lasting impact on Michigan's youth!
#15for15 #SupportEducation

Youth Solutions Contact

If you have questions about this social media toolkit or how you can support our annual giving campaign, please contact: [Amina Chatti](#)