



The #ILoveSmallCharities Twitter, Facebook and Instagram competitions - Promotion Toolkit

This toolkit contains:

- An email template
- Social media posts

Sample email to your supporters

Use this email template to email your supporters and donors and ask them to participate in the Small Charity Week #ILoveSmallCharities social media competitions. Feel free to customize this email template to suit other channels such as your email or offline newsletter.

Subject: Help us win £150 in the #ILoveSmallCharities competition

Body copy:

Dear [Name],

You can help us to win £150 in this year's #ILoveSmallCharities Small Charity Week competitions just by posting a message on Facebook, a picture on Instagram or by Tweeting. The competitions are open from June 19th – 24th June.

The charity that gets the most messages of support on each social media channel wins a £150 donation.

It's really easy to enter your message.

1. Take a photo of yourself holding up a poster with the following text: "I love (charity name) because (why you love us)".
2. Upload the photo to either Twitter, Facebook or Instagram.

For **Twitter** entries Tweet your photo message, making sure you include the @name for your small charity and the #ILoveSmallCharities hashtag. You should also mention [@SCWeek2017](#) in your tweet so all of our entries are acknowledged and counted.

For **Facebook** entries post your photo message to the Small Charity Week [Facebook wall](#), making sure you include the name of your small charity and the #ILoveSmallCharities hashtag.

For **Instagram** entries

Although we would prefer a photo if you don't have a camera you are welcome to simply write a message of love, following the instructions given above.

So get creative and tell the world why you love us between June 19th- 24th. Please note any messages of love submitted outside these dates won't be counted.

Small Charity Week is brought to you by The FSI, registered charity no. 1123384
For further information contact info@smallcharityweek.com

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For more information about the competition visit the [Small Charity Week website](#).

The team at (Your Charities Name)

Sample social media posts

Feel free to use and customize the below sample social media posts to encourage your organisation's social media followers to get involved and enter the #ILoveSmallCharities competition.

Don't forget to retweet, share and favourite your supporters and staff who enter!

- Share with [@SCWeek2017](#) why you love us and help us win a £150 donation #ILoveSmallCharities <http://ow.ly/Y4Q5309Fjkw>
- This Small Charity Week share why you care about (your charity name) to win us £150 #ILoveSmallCharities <http://ow.ly/Y4Q5309Fjkw>
- Do you love (your charity name)? Then enter #ILoveSmallCharities and we could win £150 <http://ow.ly/Y4Q5309Fjkw>
- What better way to show your support for us than creating an #ILoveSmallCharities message to help win us £150 <http://ow.ly/Y4Q5309Fjkw>

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