



WORLD'S FINEST CHOCOLATE
WE FUND COMMUNITIES™

Social Media Selling Tips

During your fundraiser, you might not have the opportunity to sell chocolate in person. If that is the case, don't worry! You can always leverage the power of your social media network to promote your sale.

1. Download our [Social Media Promo Kit](#) so you'll have plenty of eye-catching images to help promote your fundraiser online.
2. Write a catchy post to go along with one of the graphics. Here are some examples you can use:
 - a. Hi Friends! My son/daughter is selling World's Finest Chocolate to raise money to [FUNDRAISING CAUSE] for [SCHOOL NAME]. Please help her buy buying some! It's 5 chocolate bars for \$5. Choose from your favorite flavors: Almond, Caramel, Crisp, Milk Chocolate, Dark Chocolate, and Wafer. I can leave your order on our front porch for you to pick up, or I can drop it off at your house – whatever is easiest! I accept Venmo or Zelle. Please DM me for more info and thanks for supporting [SCHOOL NAME].
 - b. Who needs chocolate? [Child's name] is selling World's Finest Chocolate bars to raise money for [group name]. Please DM me for more info. It's 5 bars for \$5 and we have Caramel, Almond, Crisp, Milk Chocolate, Dark Chocolate, and Wafer. I can drop it off to you or you can pick it up from me. I accept Venmo or Zelle. Please help [Child's name] be the top seller in [his/her] class!
3. If you're comfortable showing images of your child on social media, a video of your child doing their best WFC sales pitch will be the best selling tool! Be sure to include these important points in your video:
 - a. Child's name
 - b. What they're raising money for
 - c. What products they're selling and how much they cost
 - d. How to order
 - e. Say thank you
4. Fundraisers usually last around 2 weeks, so be sure to post daily reminders during that time.
5. A great way to keep the excitement around the sale going is to post some progress updates. Let your followers know how much you've sold so far and how much more you'd like to sell to get your child to the next prize level.
6. To spread the message, don't forget to post to any neighborhood or local Facebook groups you might belong to.
7. At the end of the sale, post a Thank You graphic and let everyone know the results.