**DIGITAL MARKETING EXAMPLES FOR SELLERS**

***SAFETY FIRST: Kids of all ages should partner with their parents or guardians to develop a plan to safely market their fundraiser online.***

**SAMPLE POST:**

**TEXT:**

**(Group Name)**’s Butter Braid® Pastry fundraiser begins today! We are raising money for **(purpose).** Please help me reach my goal by purchasing some delicious pastries. Sale ends on **(last day of fundraiser)**, so don’t wait to order! We will deliver your pastries when they arrive. Thank you in advance for your support!

**IMAGE:**

****

**SAMPLE POST:**

**TEXT:**

I’m selling Butter Braid® Pastries to raise funds for **(purpose)**! Contact me today to order! **-OR-** Order online by clicking the link below! Thank you for helping me reach my goal!

**IMAGE:**

****

**SAMPLE POST:**

**TEXT:**

Need more Butter Braid® Pastries? I can help! I am raising funds for **(purpose**). Message me or click on the online store link below to purchase!

**IMAGE:**

****

**SAMPLE TEXT MESSAGE:**

Hi, I’m **(Name)** and my group is selling Butter Braid® Pastries to raise funds for **(purpose).** Please help me reach my goal of selling **(number)** pastries by visiting my online store: **(insert store link)**. Thank you for your support!

**SAMPLE THANK YOU:**

**TEXT:**

Thank you for your purchase. You helped me get one step closer to reaching my goal!

**IMAGE:**

****

**SAMPLE THANK YOU NOTE:**

Dear **(Supporter’s name)**,

Thank you for supporting me and my group! You helped me reach my goal of **(insert goal)** which will go towards **(purpose).** Thank you again for your purchase.

Sincerely,

**(Name)**