

## COMMUNITY TEAMS – FUNDRAISING SOCIAL TOOLKIT

@buildOn on [Instagram](#)

Here are examples of some of the content that you can post to help support your fundraising campaign. Feel free to tweak the copy to match your voice and audience.

See [here](#) for all available graphics.

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<b>Graphic</b>	Help Build a School! <a href="#">Burkina Faso</a>   <a href="#">Senegal</a>   <a href="#">Mali</a>   <a href="#">Malawi</a>   <a href="#">Nepal</a>   <a href="#">Haiti</a>   <a href="#">Guatemala</a>   <a href="#">Nicaragua</a>
<b>Copy</b>	<p>I'm thrilled to announce that I'm fundraising to build a school in _____! Along with the nonprofit organization @buildOn, I'll travel to a community in rural _____ to live and work in solidarity with community members.</p> <p>The entire project will follow a sustainable methodology that puts the community front and center and advances gender equality, community ownership, and education for all.</p> <p>Head to the link in bio to learn more and support this awesome initiative!</p>

<b>Graphic</b>	Why Support buildOn? <i>For All Countries - Carousel Post - <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a>, <a href="#">8</a></i>
<b>Copy</b>	<p>Why do I support @buildOn? Because their sustainable approach doesn't just help educate students – it aims to positively transform communities. Swipe to learn more!</p> <p>Go to the link in bio to support the construction of a new school in _____.</p>

<b>Graphic</b>	Empowering Girls <a href="#">For All Countries</a>
<b>Copy</b>	<p>When we invest in the education of girls, we invest in the transformation of families, communities, and beyond. This is one of the many reasons I'm partnering with @buildOn to help build a school in _____. Head to the link in bio to donate to my campaign and support access to quality education for boys and girls in _____.</p>

<b>Graphic</b>	Join Our Team <a href="#">Burkina Faso</a>   <a href="#">Senegal</a>   <a href="#">Mali</a>   <a href="#">Malawi</a>   <a href="#">Nepal</a>   <a href="#">Haiti</a>   <a href="#">Guatemala</a>   <a href="#">Nicaragua</a>
<b>Copy</b>	Do you believe that education can change the world? I do! And it's why I'm fundraising to build a school in rural _____. Join me and take part in this positively unforgettable experience. Click the link in bio to learn more!

<b>Graphic</b>	Quality Education Starts with Quality Classrooms <a href="#">For All Countries</a>
<b>Copy</b>	Quality classrooms are the first step to quality education. Join me in helping to build a new school in rural _____, where students are currently learning in unsuitable conditions – like overly crowded classrooms and unsafe structures that leave children vulnerable to the outside elements.  Donate to this amazing cause at the link in bio! No donation is too small!

<b>Graphic</b>	Literacy and Mothers <a href="#">For All Countries</a>
<b>Copy</b>	A child born to a mother who can read is 50% more likely to live past the age of five. This is exactly why I'm fundraising to build a school in _____ with @buildOn. This project will not only ensure that girls are being given the same educational opportunities as boys, but it will also help enroll out-of-school children and provide opportunities for adults to learn valuable literacy skills. Head to the link in bio to donate to help support education in _____.

<b>Graphic</b>	Out-of-school Children <a href="#">For All Countries 1</a> and <a href="#">For All Countries 2</a>
<b>Copy</b>	Worldwide, there are around 59 million primary school children who are currently out of school. While there are a number of deterrents that can block access to education, lack of schools and proper classrooms are primary barriers. This is why I am raising funds to help build a school that will provide a safe and spacious place for children to learn, grow, and pursue their dreams.  Head to the link in bio to support the construction of this school!

<b>Graphic</b>	I'm Fundraising to Build a School! <a href="#">Burkina Faso</a>   <a href="#">Senegal</a>   <a href="#">Mali</a>   <a href="#">Malawi</a>   <a href="#">Nepal</a>   <a href="#">Haiti</a>   <a href="#">Guatemala</a>   <a href="#">Nicaragua</a>
<b>Copy</b>	When we invest in the education of children, we invest in families, communities, and more. Click the link in my bio to support my fundraiser with @buildOn and help increase access to primary education while supporting gender equality, sustainable development, and education for all.

<b>Graphic</b>	Access to Quality Education <a href="#">Burkina Faso</a>   <a href="#">Senegal</a>   <a href="#">Mali</a>   <a href="#">Malawi</a>   <a href="#">Nepal</a>   <a href="#">Haiti</a>   <a href="#">Guatemala</a>   <a href="#">Nicaragua</a>
<b>Copy</b>	All children deserve access to quality education in quality learning environments. I believe this is a basic human right, and it's why I'm fundraising with @buildOn to build a school in _____! Head to the link in bio to donate and support access to education for boys and girls in _____.

<b>Graphic</b>	Nelson Mandela Quote <a href="#">For All Countries</a>
<b>Copy</b>	<p>"Education is the most powerful weapon which you can use to change the world." – Nelson Mandela.</p> <p>I agree with this powerful quote, and it's this same belief that has inspired me to fundraise to build a school in _____ with @buildOn. Head to the link in bio to make a donation to our campaign – no amount is too small!</p>