

P^{AW}WGUST

SNIFF OUT YOUR PEERS ON SOCIAL

Your guide to raising money on social media!



Facebook and Instagram



| TIMELINE | IMAGE | COPY IDEAS |
|---|--|---|
| When you sign up | 'Before' photo of you and your dog/s | <p>🐾 My dog & I have just signed up for PAWGUST 2020!</p> <p>🐾 We will be walking 30 minutes a day for 30 days during August – roughly 60kms across the month! Which is no small feat in the winter weather!</p> <p>🐾 We are doing it to raise vital funds for Guide Dog puppies in training Please supPAWT us and give today! Link in bio (or paste link here) #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |
| Leading up to 1st August | Share videos/ photos of your dog doing something funny/naughty | <p>🐾 See how excited my dog gets when he hears the word 'walkies'? Does your dog get like this too?</p> <p>🐾 Look what my dog did when I got home today?! What's the naughtiest thing your dog has done?</p> <p>🐾 Always finish posts with – We are getting prepped for PAWGUST 2020 for Guide Dogs Australia! We will be raising vital funds for pups in training and my dog and I will be walking 30mins a day for 30days! Please supPAWT us and give today. #pawgustprep #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |
| Friday 31st July | Serious photo of your dog and/or photo of Guide Dog puppies | <p>🐾 Pat your paws together PAWlease....here we go!</p> <p>🐾 PAWGUST starts tomorrow!</p> <p>🐾 We're doing this to raise funds for Guide Dogs & support their puppies currently in training who will one day provide freedom & confidence to a member of our community.</p> <p>🐾 Please supPAWT us by giving today! #pawgustready #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |
| Throughout PAWGUST 2-3 posts a week is good | Share photos/ videos of you and your dog on your daily adventures! | <p>🐾 PUPdate! My dog & I are having the best adventures this PAWGUST!</p> <p>🐾 And we feel great knowing we are doing this to supPAWT Guide Dogs Australia!</p> <p>🐾 My dog is loving the attention and today we saw some PAWsome things on our walk <i>Note: Insert something interesting that happened)</i></p> <p>🐾 So far we've walked (<i>insert number here</i>) minutes, stepped (<i>insert number here</i>) paws and travelled (<i>insert number here</i>) kms</p> <p>🐾 But, we still have a way to go and we still have more fundraising to do! Please supPAWT us by giving today! #PAWGUST2020 #GuideDogsAustralia Link: Keep your PAWGUST page link in your bio on IG or within your post on FB all month</p> |
| Wednesday 26th August | Share some donation amounts or a PAWGUST story (available in your dashboard) | <p>🐾 THIS IS IT! We are so close to finishing! 5 more days to go, can you believe it?</p> <p>🐾 We are dog tired, it's been a huge challenge but we are doing it for Guide Dog pups in training who will one day provide freedom and confidence to a member of our community</p> <p>🐾 PAWlease will you supPAWT us and the puppies today? #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |
| Sunday 30th August | "After" photos of you and your pooch | <p>🐾 FURfriends, it's the final howl out for help! Get us over the finish line with our tails wagging!</p> <p>🐾 PAWlease give now, we will give you big pats and you'll feel so great knowing you've supPAWted Guide Dog puppies in training. #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |
| Tuesday 1st September | Happy fun photo or video of you and your dog. | <p>🐾 A huge tail wagging, cheek licking, belly scratching THANK YOU for your supPAWT this PAWGUST!</p> <p>🐾 We've walked (<i>insert number here</i>) minutes, stepped (<i>insert number here</i>) paws and travelled (<i>insert number here</i>) kms this PAWGUST and it's been PAWsome</p> <p>🐾 Knowing we had your supPAWT really kept us going! Thank you from the bottom of our paws.</p> <p>🐾 Our PAWGUST page is still open so if you haven't already, PAWlease give today! #PAWGUST2020 #GuideDogsAustralia Link: Put your PAWGUST page link in your bio on IG and reference it. On FB, put it within your post.</p> |

Important note: When sharing your PAWGUST page on Facebook you may be prompted to create a Facebook Fundraiser. Whilst we believe this is a great way to raise funds, unfortunately due to limitations out of our control, we are unable to link any Facebook Fundraisers with PAWGUST. Therefore any donations made through Facebook Fundraisers will not be attributed to your PAWGUST page.