



**Best
Friends**
Save Them All

SOCIAL MEDIA TOOLKIT for Ambassadors

Thank you for becoming an ambassador with Best Friends Animal Society in Northwest Arkansas. We are so thrilled that you've joined us, especially during our matching gift opportunity!

Thanks to a generous donor, every dollar you raise right now until July 31, 2021, will be matched, up to \$200,000. That means your fundraising efforts will be doubled and you can save twice the number of lives.

Truly, the animals are so lucky to have you on their side. Thank you for being an ambassador, and we hope the tips and resources in this toolkit are helpful in your lifesaving efforts.

THE BEST FRIENDS VOICE

- **Genuine:** We are open and honest, and love having conversations from the heart with a sense of humor.
- **Positive:** We focus on cooperation and success. We always encourage our partners, community members and those outside of our network. And we never put them down.
- **Empowering:** Anyone can help, and we emphasize a collaborative solution. We acknowledge the sadness of animal welfare, but immediately tell you how you can join, support and help save the lives of homeless pets. We inspire others by emphasizing how much of a difference they can make.

SOCIAL MEDIA, TIPS AND TRICKS

- **Try to post every week.** The more you post, the more people will donate.
- **Always include an image or video** in your post to engage your audience.
- **Keep things short and simple.** If you have a longer story that you would like to share, break it into short paragraphs of one to two sentences to ensure the story is easy to understand.
- **Include a call to action in each post.** If you don't want to explicitly ask for donations in each post, ask your friends to volunteer, advocate or share their stories.

SOCIAL MEDIA POST WEEKLY BREAKDOWN

Once you become an ambassador, post an announcement that you are a Best Friends ambassador in Northwest Arkansas, and then encourage your friends to join or work to establish a team.

- **Share your story.** People tend to donate when they make a personal connection. Share a story of how your pet has changed your life, your adoption story or your personal connection to Best Friends.
- **Ask for a donation.** Wait until you've shared your story a couple of times before you ask for a donation. This will help plant the seed in the minds of your friends and also make your first ask more successful.
- **June 8 is the Best Friends Day of Giving.** Celebrate with your friends, share our social posts or make your own and include links to donate.
- **Let your friends know what's in it for them.** People are more likely to engage with your posts and donate if they can see a personal benefit.
- **Make a conditional appeal.** For example, you could say, "If you of know a family with pets in need in our community, share or donate now."
- **Recycle an old post.** If you had a great reaction to one of your previous posts, or you think you'd get more traction now than before, repost one of your favorites.
- **Celebrate! Our final day of giving is July 31.** Post pictures from our event or let everyone know all of the amazing things we will be able to achieve through their gifts. Thank everyone again for their contributions and let us know if you'd like us to share one of their amazing stories on social media.



To learn more visit bestfriends.org/nwa

