

Ways2Raise

ways2raise.co.uk

Social Media Captions Pack

30 ready-to-use captions for Instagram, TikTok & Facebook

Free to use. Designed to be improved in Canva.

How to Use This Pack

These 30 captions are ready to copy, paste, and personalise. Replace [BRACKETED] text with your own details. Use them across Instagram, TikTok, and Facebook throughout your fundraising journey.

TOP TIP

Always add your JustGiving link in your bio and reference it in your captions with 'Link in bio.' On Facebook, you can post the link directly in the caption.

LAUNCH CAPTIONS (Post these first)

1. "Big news! I've been accepted for an expedition to [DESTINATION] and I'm SO excited. The challenge? I need to raise [GBPAMOUNT] to make it happen. I'm starting my fundraising journey today and I'd love your support. Link in bio to donate. Every penny counts! "
2. "I'm going to [DESTINATION]! I've been selected for an incredible expedition and now the real work begins -- raising [GBPAMOUNT] to get there. Follow along as I document my fundraising journey. First up: [FIRST EVENT]. Who's in? Link in bio!"
3. "Terrifying and exciting news: I need to raise [GBPAMOUNT] in [X] months for my expedition to [DESTINATION]. I have absolutely no idea how I'm going to do it. But I'm going to try everything. Starting with [FIRST ACTIVITY]. Wish me luck! "

MILESTONE CAPTIONS

1. "WE HIT GBP[AMOUNT]! I honestly can't believe it. That's [X]% of my target and I'm absolutely over the moon. Thank you to every single person who has donated, shared, or cheered me on. You are incredible. Still [GBPREMAINING] to go -- link in bio!"
2. "Halfway there! [GBPAMOUNT] raised out of [GBPTARGET]. Six months ago I didn't know how I was going to do this. Now I'm halfway to [DESTINATION] and I couldn't be more grateful. Thank you all so much. Link in bio to help me get the rest of the way!"
3. "FINAL PUSH! I'm [GBPAMOUNT] away from my target and I have [X] days left. If you've been thinking about donating, now is the time! Every single pound gets me closer to [DESTINATION]. Link in bio. Thank you! "

EVENT PROMOTION CAPTIONS

1. "BAKE SALE ALERT! I'm selling homemade [ITEMS] at [LOCATION] on [DATE] from [TIME]. All proceeds go towards my expedition to [DESTINATION]. Come and grab something delicious and help me get to [DESTINATION]! See you there!"
2. "QUIZ NIGHT! I'm hosting a fundraising quiz night on [DATE] at [VENUE]. Teams of up to 6, GBP[PRICE] per person. There will be [X] rounds, a raffle, and [FOOD/DRINKS]. Tickets available from [HOW TO BUY]. Don't miss it!"
3. "SPONSORED CYCLE! On [DATE] I'm cycling [DISTANCE] to raise money for my expedition to [DESTINATION]. I've been training for [X] weeks and I'm absolutely terrified. Sponsor me at the link in bio -- every GBP1 donated = [X] km cycled!"
4. "RAFFLE TIME! I'm running a fundraising raffle with some AMAZING prizes including [PRIZE 1], [PRIZE 2], and [PRIZE 3]. Tickets are [GBPPRICE] each or [X] for [GBP]. Draw on [DATE]. DM me to buy tickets!"

THANK YOU CAPTIONS

1. "Huge thank you to [NAME/BUSINESS] for their incredibly generous donation of [GBPAMOUNT]! You are amazing and I am so grateful. [GBPREMAINING] still to go -- link in bio if you'd like to join them! "
2. "[EVENT NAME] is done and we raised [GBPAMOUNT]! I am absolutely blown away by the support. Thank you to everyone who came, donated, baked, helped set up, and cheered me on. You are all incredible. [GBPTOTAL] raised so far -- [X]% of my target!"
3. "I just want to take a moment to say thank you. Genuinely. When I started this fundraising journey I was terrified. Now, [X] months in, I've raised [GBPAMOUNT] and I've learned that people are SO generous and kind. I am so grateful. [GBPREMAINING] to go!"

BEHIND-THE-SCENES CAPTIONS

1. "3am baking session for tomorrow's bake sale. My kitchen looks like a disaster zone. But there are [X] batches of [ITEM] cooling on the counter and I am NOT complaining. See you at [LOCATION] tomorrow!"
2. "Day [X] of training for my sponsored [CHALLENGE]. My legs are absolutely destroyed. But every step is one step closer to [DESTINATION]. If you want to sponsor me, link in bio. "
3. "Counting coins from today's [EVENT]. We raised [GBPAMOUNT]! It doesn't sound like much but it's [X]% of my monthly target and I am SO proud. Every penny counts. Thank you to everyone who came! "

