



Social media post examples:

Facebook

Our community comes together during times of crisis. We can't come together in person to confront #coronavirus but we can still come together and do amazing things to support those who need us now more than ever. Buying a @lotteryname ticket is just one way you can support us during this time. Every ticket will make a real difference.

<LOTTERY LINK>

We're stronger together even when we're apart

Could you #MakeALottoDifference to our good cause? It's a fun, easy way you can support us from just £1 a week. There is even the chance to WIN prizes up to the £25,000 jackpot!

Find out more at <LOTTERY LINK>

We wanted to say a huge thank you to all our wonderful supporters who have continued with their generosity during the #coronavirus crisis. Playing the @lotteryname online is just one way you are continuing to make a difference to us. From the bottom of our hearts—thank you.

We're #strongertogether even when we're apart

<LOTTERY LINK>

We need your support now more than ever!

If you are able to, please consider supporting us by playing the @lotteryname. 50% of all sales made in support of our cause comes directly to us, meaning we're able to continue raising vital funds during these difficult times.

Join from just £1 a week at <LOTTERY LINK>

Thank you and good luck! #MakeALottoDifference

Thank you to the amazing people who have already signed up to <Lottery Name> in support of our cause! You can join too at <LOTTERY LINK> and help make a difference to us and the <cause> we support.

#MakeALottoDifference

Twitter

We need your support more than ever. Help us continue to fundraise through the #coronavirus crisis by supporting us on @lotteryname.

<LOTTERY LINK>

What would you do with £25,000? You can #win prizes every week on @lotteryname AND you'll be supporting our cause too! Join from £1 a week at <LOTTERY LINK>

Thank you for supporting our cause! Every ticket makes a real difference #strongertogether <LOTTERY LINK>

Did you know you can support our cause online by playing the @lotteryname? Play from just £1 a week and help us continue supporting those who need us most.

<LOTTERY LINK>

Help make A Lotto Difference to our cause by playing the @Lotteryname! Your support is really important right now and every ticket makes a difference.

<LOTTERY LINK>