**SAMPLE SOCIAL MEDIA POSTS**

**\*Make sure to always include images or video in your posts!**

**Sample Twitter or Facebook Posts:**

**Post these first:**

It’s time to #BuildHomesBuildHope! You can help California families have a decent place to live, without even lifting a hammer. Visit habitatca.org/taxfund to learn how you can help!

We’re helping to #BuildHomesBuildHope this tax season! Visit habitatca.org/taxfund to learn how you can help us build homes for California families in need!

This tax season we want to #BuildHomesBuildHope! Join our tax fund campaign and spread the word to your followers about the Habitat for Humanity Voluntary Tax Contribution Fund to help CA families have a home! Visit habitatca.org/taxfund for more info!

**Then follow up with these posts:**

#BuildHomesBuildHope this tax season with your tax return and make sure California families have a decent place to live! Visit habitatca.org/taxfund for more info on how you can help with as little as $1!

Doing your taxes tonight? Remember to #BuildHomesBuildHope with [@AFFILIATE NAME]. Visit habitatca.org/taxfund for more info!

Turn your tax return into homes and hope for California’s families and children! Visit habitatca.org/taxfund to learn more! #BuildHomesBuildHope

Make a tax-deductible donation to Habitat for Humanity's Voluntary Tax Contribution Fund on your 2018 CA tax return and maximize our efforts to help children, families and veterans have a decent home. Visit habitatca.org/taxfund to learn how to help! #BuildHomesBuildHope

Turn your CA tax return into a home for a California family in your community! Visit habitatca.org/taxfund for more info on how you can #BuildHomesBuildHope!

Imagine how many homes we could build if every Californian donated just $1 from his or her tax return. Visit habitatca.org/taxfund for more info on how your $1 can #BuildHomesBuildHope this tax season.

Did you know you can help build homes and hope with your CA tax return today? Visit habitatca.org/taxfund for more info on how $1 can help #BuildHomesBuildHope this tax season.

Last year we built XX homes for local families with donations from Californians. This year we’re trying to double that! Visit habitatca.org/taxfund to learn how to help us #BuildHomesBuildHope!

Want to make a difference this tax season? Visit habitatca.org/taxfund to learn more about how you can #BuildHomesBuildHope for California families.

**Sample Facebook Posts:**

**Customize with a story from one of your local families. Make sure to include a photo!**

Every year, Habitat for Humanity Los Angeles builds homes for families like Maria and her two teenagers. [Maria](https://www.habitatca.org/the-jefferson-family/) is a U.S. Navy veteran and mother to Briana, 17, and Bryan, 15. She struggled to find a job and an affordable home after she returned from her service.

With as a little as $1, you can make homeownership a reality for the many California children, families and veterans like Maria who are caught in the housing crisis and unable to afford a safe, stable home. Visit habitatca.org/taxfund for more info on how $1 can help #BuildHomesBuildHope.