

Social Media for Business Leaders

FOCUS
Ireland



Boost your reach:
Add a donate ask and
your fundraising page
link to your email
signature.



Shine A Light's message is powerful - now we need you to amplify it. Here are some sample posts to help you get started and rally your peers, family, and friends behind your sleep out and fundraising goals.

WhatsApp - short, personal, direct

"I'm sleeping out for Focus Ireland's Shine A Light, proudly supported by Sisk, because every family deserves a safe place to call home. Your donation - big or small - can directly help someone get the support they need: [Fundraising page link]"

Facebook - personal, emotional, share-friendly

*"On October 9, I'll be sleeping out for @FocusIrelandCharity Shine A Light, proudly supported by Sisk. Homelessness doesn't just take away a home - it takes away a childhood. Children miss out on stability, play, and the simple comfort of feeling safe. Your donation can help give that childhood back. ❤️
Donate or share: 👉 [Fundraising page link]"*

LinkedIn - professional, impact-focused, leadership

"This October, I'm joining other business leaders to sleep out for @FocusIreland's Shine A Light, proudly supported by Sisk. Homelessness doesn't just take away a home - it takes away a childhood. Children miss out on stability, play, routine, friendships, and the simple security of knowing where they'll sleep tonight. @FocusIreland works every day to change that, helping families move from crisis to safety and towards a secure home. Your support can make this happen. Please donate or share my page: [Fundraising page link]"

**Check your
fundraising page
dashboard for
ready-to-use social
media tiles.**