

# #pcfuglyswear Challenge

## Sample Social Media Posts:

### Nonprofit Challenge – (Post with PCF picture or one of your own)

Inviting all (Insert Name of [Give Local 757 Nonprofit](#)) followers to take the Ugly Christmas Sweater Challenge to help us win a \$757 grant this holiday season from @pcfvirginia. It's so simple:

- post a pic/video in your fav ugly Christmas sweater
- include the hashtags #pcfuglyswear & #givelocal757
- Tag 3 of your friends and us @(name of nonprofit)
- Make your post "public" so we qualify

The more we are tagged, the better chances we have of winning! The winning nonprofit will be selected on National Ugly Sweater Day, Friday Dec. 21st!

### Personal Challenge – (Post with Picture)

Okay. I took the #pcfuglyswear challenge to help my favorite #givelocal757 nonprofit @(name of nonprofit) win a \$757 grant for the holidays. So I challenge @friend#1 @friend#2 @friend#3 too! Very simple:

- post a pic/video in your fav ugly Christmas sweater
- tag your favorite #givelocal757 nonprofit (mine if you don't have one)
- include the hashtags #pcfuglyswear & #givelocal757
- And of course, challenge 3 of your friends!

Be sure to make your post "public" so it's counted. The winning nonprofit will be selected on #National Ugly Sweater Day, Friday Dec. 21st!