

Social Media Caption Guide: The Difference Campaign

Campaign Focus

The Difference Campaign is LFCDG's most urgent fundraising initiative to resume and complete construction of its new national Dog Guide training school. The goal is to raise \$5 million toward a \$20 million shortfall, with \$60 million already committed. (events.dogguides.com/event/difference/home)

Key Messaging Elements to Include

Urgency & Call to Action

- Our dogs are ready to work—our future is at risk.
- We need your help now to get building again.

Donation Appeal

- Help us raise \$5 million to bridge the shortfall and keep construction moving.
- Every gift, big or small, brings us closer to opening our doors.

Impact & Vision

- A world-class, fully accessible national training school.
- Ensuring more Canadians can receive a life-changing Dog Guide.

How to Help

- Donate directly
- Start a fundraiser
- Share the campaign with your networks
- Tag @lfcdogguides on social media

Gratitude & Momentum

- Thank you to Christina, Cluny, Carol, and everyone who's chipped in so far!
- Together, we're building a future—one dog guide at a time.

Sample Captions (Ready to Use)

Instagram / Facebook (short-to-mid length)

Our Dog Guides are ready. Our future is at risk.
We urgently need to raise **\$5 million** to overcome a **\$20 million construction shortfall** and keep building our national training school.
Every donation matters. Every share helps.
Visit our link in bio or donate now to help **keep the momentum going**.
Thank you to everyone who has already stepped up—we're getting closer every day.
#MakeTheDifference @lfcdogguides

Twitter / X (concise)

Our Dog Guides are ready—but our new training school is stalled. We must raise **\$5M** to keep building.
Every gift and share counts. Donate or start a fundraiser today. @lfcdogguides #MakeTheDifference

LinkedIn (longer + community-oriented)

Our mission needs your help today

Our new national Dog Guide training school is paused due to a \$20M shortfall—but \$60M is already

committed. We now need to raise **\$5M urgently** to get construction back on track.

Why it matters: this accessible, world-class training facility will allow more Canadians to access life-changing Dog Guides at no cost.

How you can help: donate, launch a fundraiser, or share our message with your network.

Together, we can build the future. Thank you to all our generous supporters already contributing to this vital cause. @lfcdogguides

Quick Tips for Stronger Engagement

Include visuals: Post with an emotional image: a Dog Guide in training, construction, or supporters.

Use urgency words: “Now,” “Urgent,” “Pause,” “Help us keep building.”

Add a clear CTA: “Donate now,” “Start a fundraiser,” “Share today.”

Tag and hashtag: Always tag @lfcdogguides and use campaign hashtags like #MakeTheDifference or #DogGuidesFuture.

Acknowledge supporters: Mention donors (with permission) or say “Thank you” to show appreciation.