



FREE TEMPLATE PACK

Social Media Promotion Calendar Template

The complete kit — an 8-week content calendar, platform quick-reference, ready-to-use post templates, a hashtag framework and an engagement tracking sheet, so you can start filling the room today.

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How to Use This Kit

Discovery was never the end goal — the goal is a ticket in the cart. This kit covers what actually moves tickets: a schedule that builds rather than shouts, platform-specific content, and a clear route to buy in every single post.

Work through it in order: build the calendar first, choose your platforms, adapt the post templates to your event, add your hashtag set, and track results as you go. Anything in [square brackets] is a placeholder just swap in your own event details.

You'll Find

- 1 **The 8-week promotion calendar**
 - 2 **Platform quick-reference guide**
 - 3 **5 ready-to-use post templates**
 - 4 **A hashtag framework**
 - 5 **An engagement tracking sheet**
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What a Ticket Promotion Post Needs

Use this as your checklist for every post:

- ✓ **Event details up front.** Date, time, venue and price in every sales post. Never make someone hunt or guess.
 - ✓ **One clear next step.** A single link to your ticket page, every time — link in post, link in bio, or a Story link sticker.
 - ✓ **A platform-appropriate format.** What works on Facebook (video, testimonials) rarely works the same way on TikTok (unpolished, trend-led) — match the format to where it's posted.
 - ✓ **A specific call to action.** "Save the date", "Buy early bird tickets", "Only 12 tickets left"
 - ✓ **Proof, not just promises.** A testimonial, an impact story or last year's numbers do more than a plain announcement.
 - ✓ **A reason to act now.** Urgency (a countdown, a remaining-ticket count)
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Before You Post: A 60-Second Checklist

- ☐ Have I posted inside my platform's peak engagement window? (Weekday afternoons perform best on most platforms.)
- ☐ Is there a specific date, time, venue and price in this post?
- ☐ Does this post say something different from my last one?
- ☐ Is there one clear link to the ticket page?
- ☐ Have I added UTM parameters to track where this click came from?
- ☐ Am I using 3–5 specific hashtags rather than a long generic list?
- ☐ Have I replied to existing comments before posting again?

The 8-Week Promotion Calendar

Ticket sales rarely arrive in one rush — they build in waves, and each wave needs a different message: awareness, then early bird value, then proof, then urgency. Build the whole calendar before you publish the first post, and adjust the cadence to the size of your list.

When	Goal	Frequency	Content	Call to Action
8 weeks out	Announce the event, build awareness	1–2 posts/week	Date, time, venue, mission connection	“Save the date”
6 weeks out	Generate early interest	2–3 posts/week	Early bird launch, speaker and guest highlights	“Buy early bird tickets now”
4 weeks out	Drive early sales	3–4 posts/week	Testimonials, impact stories, “why attend”, countdown	“Secure your ticket” + link
2 weeks out	Create urgency	4–5 posts/week	Remaining ticket counts, speaker Q&A, attendee stories	“Don’t miss out — get tickets now”
1 week out	Final push and logistics	Daily	What to expect, parking, timings, final-days messaging	“Last chance to register”
Day before / of	Reminder and last registrations	1–2 posts plus Stories	“See you tomorrow”, live prep, arrival details	“Join us today” + purchase link

Platform Quick-Reference

Each platform sells tickets differently, so one post copied across all of them underperforms on most. Use this to decide where your effort goes.

Platform	Best For	Cadence	Strongest Content	Ticket Route
Facebook	Event discovery, shares, community groups	3–4 posts/week	Event listings, video, testimonials	Link in post + Facebook Event
Instagram	Visual storytelling, younger and mid-age supporters	4–5 posts/week + daily Stories	Behind the scenes, Reels, countdown stickers	Link in bio, Story link sticker
LinkedIn	Corporate tables, sponsors, professional guests	2–3 posts/week	Impact stories, sponsor spotlights	Link in post
TikTok	Reach beyond your followers, younger audiences	2–3 videos/week	Authentic, unpolished video, trending audio	Link in bio
Pinterest	Long-life discovery, event planners	1–2 pins/week	Infographic pins, recap pins	Pin links direct to ticket page

One Tactic Per Platform

- ✓ **Facebook:** Create a Facebook Event alongside your posts — it sends automatic reminders, and links straight to your ticket page.
- ✓ **Instagram:** Use Stories daily in the final fortnight — polls, countdown stickers and question boxes lift the algorithm and hand you a warm list to message directly.
- ✓ **LinkedIn:** Tag companies already attending — a competitor's logo in your guest list recruits corporate tables faster than a cold pitch.
- ✓ **TikTok:** Keep it unpolished. A volunteer explaining why they show up outperforms a produced video here.
- ✓ **Pinterest:** One pin can keep surfacing for months — write it to point straight at next year's ticket page too.

POST TEMPLATES

Post Templates by Event Type

Fill in the brackets and adapt the tone to the platform.

TEMPLATE 1

Nonprofit Gala

[Organization]'s annual gala is on [date] at [venue]. An evening of [dinner / live music / auction] — and every ticket funds [specific outcome]. Early bird tickets are \$[price] until [date]. Book your seat: [link]

TEMPLATE 2

Community Fundraiser

[Event name] is back on [date] at [venue]. Last year our neighbors raised \$[amount] for [cause]. This year we want to beat it. Tickets \$[price], kids free: [link]

TEMPLATE 3

School Fundraiser

Save the date: [event] on [date] at [school]. All proceeds go to [specific project]. Family tickets are \$[price] and there are only [number] left. Grab yours: [link]

TEMPLATE 4

Virtual Event

You can join [event] from anywhere on [date] at [time]. [Speaker] on [topic], plus our online auction opens the same day. Register free / from \$[price]: [link]

TEMPLATE 5

Volunteer Event

[Number] volunteers. One morning. [Outcome]. Join us at [location] on [date] — register your spot so we know how many gloves to bring: [link]

Build Your Hashtag Set

Hashtags help people find your event; they do not sell it. Three to five well-chosen tags outperform thirty generic ones, which read as spam and pull in the wrong audience. Build your set from four layers:

- ✓ **A branded tag you own.** Something you reuse every year (#springgala2026) so it becomes a searchable history of your event.
 - ✓ **A cause tag your community already follows.** One your supporters already use and search (#mentalhealthmatters).
 - ✓ **A location tag that reaches people who can attend.** Keep it hyperlocal (#nycevents) — reach matters less than relevance here.
 - ✓ **One broader fundraising tag for discovery.** A wider net for people who aren't following you yet (#charitygala).
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Before You Post: Hashtag Checklist

- ☐ Have I searched each tag to check recent posts look like my event, not a competing sale?
- ☐ Is this tag active enough to be useful — a few thousand posts in an engaged niche beats millions in a dead one?
- ☐ On Instagram, are my tags in the first comment to keep the caption clean?
- ☐ On LinkedIn, have I avoided opening with a hashtag?

Track What Actually Sells Tickets

Most nonprofits can tell you which post got the most likes, and almost none can tell you which post got the most tickets. Fixing that takes about twenty minutes: add UTM parameters to every ticket link, then add one question at checkout — “How did you hear about this event?”

Work Through This Checklist Weekly

- ☐ Clicks to the ticket page, by platform
- ☐ Tickets sold, by UTM source
- ☐ Cost per ticket for any paid campaigns
- ☐ Engagement rate: comments plus shares, divided by followers
- ☐ Which three posts drove the most traffic, and what they had in common
- ☐ Follower growth over the promotion period

Tip: Two campaigns of this and you'll know which platform deserves your time next year, and which one you've been posting to out of habit.

PRO TIPS

Tips to Lift Your Ticket Sales

- ✓ **Post consistently.** Follow the eight-week calendar — visibility comes from repetition, not one big push.
- ✓ **Rotate your message.** Ten content types exist for a reason; repeating the same post reads as spam.
- ✓ **End with one clear instruction.** Every post should ask for exactly one thing.
- ✓ **Post where your supporters actually are.** Check your own analytics rather than assuming.
- ✓ **Time it to your platform's engagement window.** Weekday afternoons outperform weekends on most platforms.
- ✓ **Lead with the cause, not the ask.** The sell lands better after the story.
- ✓ **Reply to every comment.** Replies boost reach and answer the questions holding people back from buying.

One Link for Tickets, Raffles and Donations

If your event runs a raffle or auction alongside ticket sales, keeping it all on one link makes every post simpler. That's where GalaBid helps: the same URL sells tickets, runs the raffle, and takes donations.

From there, GalaBid runs the rest of the experience too:

- ✓ One link for tickets, raffles and donations — simpler for you, simpler for every post
- ✓ Mobile-friendly checkout features
- ✓ Built-in social share buttons

START SELLING TICKETS →

SEE HOW IT WORKS →