

HOW TO PROMOTE YOUR FUNDRAISER

We've helped schools and nonprofits raise over \$80 million, so we've learned a lot about what makes fundraisers successful. Here are our top six tips for spreading the word:

1

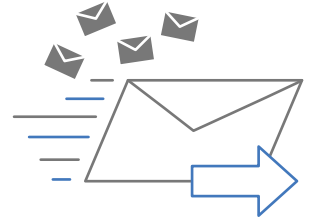
Remember to Share the Details



Always share your fundraiser goals, how the funds will be used, important dates, and fundraiser ID. Help your network take the next step, include a call-to-action such as “click here to shop now”.

2

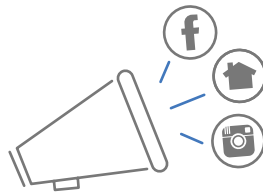
Set Goals for Personalized Emails



Email is the most effective way of asking friends, family, and colleagues to support your fundraiser. Ask participants to text or email at least 5-10 contacts and to follow up often. [Make it fast with our custom email generator.](#)

3

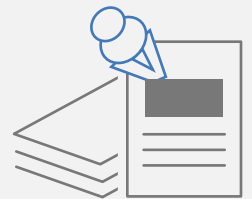
Spread the Word with Social Media



Encourage participants to share your fundraiser on Facebook & Instagram. Involve the local community by posting on Nextdoor, get creative with #hashtags and use images. Need a little help? [Read the social media guide.](#)

4

Create Parent Letters and Flyers



Parent letters and flyers are a great way to highlight the details of your fundraiser and get people excited. Post them around town, at school, or even at work. [Get started with one of our templates.](#)

5

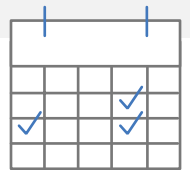
Boost Buzz and Create Great Incentives



Start the fundraiser with a kickoff to build excitement. Encourage sellers by offering fun incentives: an extra day off school, “principal or coach for the day,” free movie tickets, and more. [View more incentive ideas.](#)

6

Keep Up the Momentum with Several “Turn-in” Days



Thursday is a great day for a kick-off. Schedule a turn-in day on Monday, right after the weekend. And another turn-in day the following Monday. Check-in every 3 days and recognize exceptional participation throughout to keep sellers motivated.