

# 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

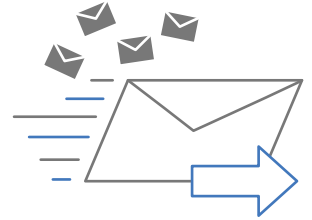
## Remember to Share the Details



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

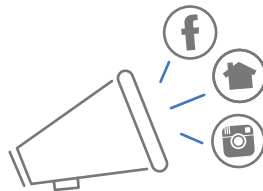
## Set Goals for Personalized Emails



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

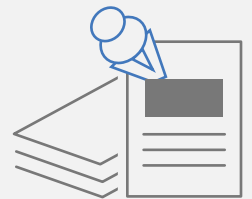
## Spread the Word with Social Media



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

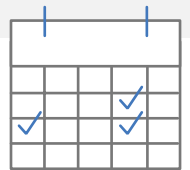
## Boost Buzz and Create Great Incentives



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.