

How to Successfully Promote Your Fundraiser: A Social Media Guide

When it comes to your fundraiser, **social media is your best friend**. Leveraging your network, and your network's network, will be the key to your success.

3 Things to Remember Before You Start:

1 Share Your Goals

Make sure to state the fundraiser goal, how the money will be used, important dates, and fundraiser ID.

2 Include a Call-to-Action

Help your network take the next step. Always include a call-to-action such as “click here to shop now”, “share this” or “help spread the word.”

3 Participation is Key

A successful fundraiser requires everyone to help get the word out — kids and parents!



• **Announce & Update Online**

Announce via your school's digital channels, such as e-newsletter, website & social media. Also, share updates throughout the fundraiser to keep the student body informed & engaged.

• **Post on Nextdoor + Add an Event**

Connect with your community on Nextdoor, a free neighborhood social network! Reach everyone instantly; create a fundraiser event & a community post.

[Learn how to Add an Event on Nextdoor](#)

- **Create a Hashtag Unique to Your School** Utilize your hashtag on Instagram & Facebook & encourage the community to rally around it. Click the hashtag to see all posts specific to your group!

• **Send Personalized Emails**

Encourage your parents and students to share with at least 5 contacts to help spread the word. Boost participation by offering an incentive to anyone that sends out an email to 5+ contacts.

[Send an Email that Adds Your Fundraiser Info](#)

• **Share on Facebook & Instagram**

Easily reach friends and family across the nation—when they shop online, orders ship direct! Remember to share your fundraiser ID to ensure orders credit you.

Short on images? [Use one of ours](#)

TIP

Use photos featuring students to show what makes your school special. This will help the community resonate with your cause.