Social Media and Fundraising

How To Guide For Promoting Your Fundraiser
Overview to social media success

1. In all social media posts, include what your organization is raising money for, your fundraiser ID, important dates & how to support you.

   1. **Key Networks**: Facebook, Next Door, and Instagram

2. Utilize the tips we email the Chairperson throughout the fundraiser, and use downloadable graphics from our website

3. Post regular updates on social media, and make sure to thank your donors!

4. Send a personalized email to remind your network about the fundraiser
Utilize our web tools & tips

- We will email you promotional tips before and during your fundraiser, but there is even MORE on our website.

- **Key pages and tools, accessed from** Fundraiser Resources
  - Social media tips / downloadable graphics
  - Request a personalized email
  - Online Only fundraiser tips & graphics
Request a Personalized Email

- Forms on the Send Emails resource
- The email will arrive in your contacts’ inbox from you, list your organization name, and the email will link to our online store with your ID already entered for the customer!
- We recommend asking sellers to fill in 5+ contact emails, and you can reward with a small prize, like a sucker or 5 minutes of extra recess.
Request a custom landing page

• Besides social media, drive online sales with a custom fundraiser page
  • **Tell your sales rep if you’d like a custom landing page!**
  • Example: [http://www.mixedbagdesigns.com/Ravens](http://www.mixedbagdesigns.com/Ravens)

• **Why this works:**
  • No need to add a Fundraiser ID when shopping online – the custom landing page links adds it for you!
  • It’s personal, and easy to remember - post the link on flyers and social media posts

*Note* – currently custom pages only display on desktop computers, not mobile. However, on mobile the account’s fundraiser ID is still added automatically.
How to Promote on Social Media

- Download pictures to share online from the [Social Media Tips fundraiser resource](#). Just click your favorite and download.
- You will use these to post on Facebook, Instagram, Next Door, and more!

Promote Online Shopping & 40% Profit

Post these photos to let people know they can shop online to support your fundraiser - that includes catalog fundraisers. Click on the photo to view full size and save.

- Wall Photos
- Cover Photos
- Online Share Photos
Crafting the perfect post

- **USE A CUSTOM LINK** This link adds the fundraiser ID automatically! (if we create a custom landing page for you, use that link instead)
  
  [www.mixedbagdesigns.com/?fundraiserid=XXXXXX](http://www.mixedbagdesigns.com/?fundraiserid=XXXXXX) - just replace the XXXXXX with your fundraiser ID number.

  - **Example:** If my ID was 333446, the link would be [www.mixedbagdesigns.com/?fundraiserid=333446](http://www.mixedbagdesigns.com/?fundraiserid=333446)

- Use pictures - 87% of a Facebook Page’s engagement happens on photo posts

- In all social media posts, include what your organization is raising money for, your fundraiser ID, important dates & how to support you.
Real customer’s Facebook post example

Why is this a good post?
1. Tags Mixed Bag Designs page
2. Says who money is being raised for and why
3. Briefly explains ordering via catalog or online
4. Lists fundraiser ID
5. Includes click-shop-support link to our website
Real customer’s Instagram post example

Why is this a good post?

1. Tags Mixed Bag Designs’ Instagram
2. Says who money is being raised for
3. Briefly explains ordering online
4. Lists fundraiser ID
Post on Next Door

- A free neighborhood social network app and website! Next Door connects you with your organization’s neighborhood, so it’s a great place to spread the word.

- Make a post in the neighborhood of your organization saying who you are, what the fundraiser is benefiting, and how to support you.

- Go a step further; create and post a fundraising event in your organization’s neighborhood! Then, invite your neighbors and community members. On the event page, you can post updates throughout the fundraiser, and have instructions to support online or through a catalog order.
Post on Next Door

Calling All Neighbors: Support Roosevelt Elementary's Fundraiser!

Roosevelt Elementary is running a Mixed Bag Designs fundraiser now - Sept. 8. Our fundraising goal is $15,000, funds will be used to update our computer lab. Supporting us is easy - just shop online at www.mixedbagdesigns.com?fundraiser-id=333446. This link adds our school's fundraiser ID 333446 to your order automatically. There are over 100 essential, must-have items to choose from, including tote bags, kitchenware and gift wrap. We receive 40% profit from online orders. Thanks for the support!

Notification options

- Notify me when neighbors RSVP
Tracking orders

- If you follow our tips, orders will come pouring in!
- Chairs can track their orders by logging into the [My Fundraiser site](#) and clicking on your current fundraiser.
Tracking orders

- There is an “All Orders” tab, and an “Online Referrals” tab, which only shows online purchases.
- We also include referral name & teacher name.
What about the sellers?

- Sellers can register online to track their online sales!
  - Visit www.mixedbagdesigns.com/seller or click “Register” from the My Fundraiser Homepage. Instructions for this are on our parent letter templates.
  - From the Mixed Bag homepage, sellers click “Seller Tools,” or they can click “Seller Tools” from the My Fundraiser Homepage.
- Direct Seller Tools Link
More tips & tricks

1. Check out our blog: Top 10 Tips for Fundraising on Social Media
2. View an Infographic that sums up tips + best time of day to post
Follow Mixed Bag Designs on social media!

• Follow us on Instagram, Facebook, Twitter, and Pinterest!
• Check out our blog @ https://blog.mixedbagdesigns.com
• Share our posts on your page to showcase the fundraising products!