

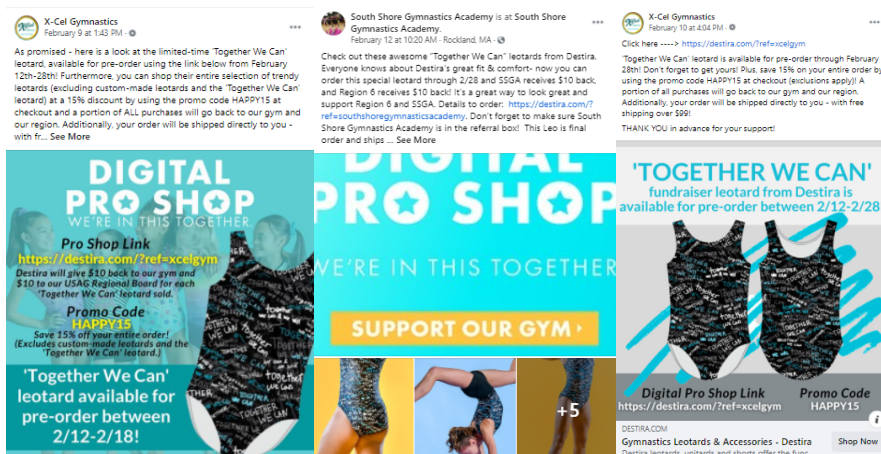
# Fundraiser Pro-Tips

We reached out to the gyms with the most referrals so far in our Together We Can fundraiser to ask what they are doing to encourage sales of this special leotard. Here's their best advice.

## CREATE INCENTIVES TO PURCHASE

- We're offering a free gym pass for everyone who orders
- We're going to have random days where if they're wearing it during class, they get to pick a prize!
- Also any class who has the entire class order one gets a pizza party!

## USE THE COMMUNICATION PLATFORMS WHERE YOU HAVE THE LARGEST AND MOST ENGAGED AUDIENCES



- We emailed it out to 4K people this am as well on our mailing list! And will do a social post there.
- So I have now done 2 FB posts to promote it in our private parent group. We plan to send out to all of our recreational classes and pre-team as well tomorrow. I also sent to a few friends in the gym world that weren't aware of the fundraiser so hopefully you will get more business that way too.
- I sent an email to all gymnasts on our team and posted on the gym and our team facebook page

- I have been posting on our Gym parents FB group, as well as emailing out to all gym parents
- We email your little clips on FB every few days.
- We sent an email to the families, showing them the "Together We Can" leos, repeating the pricing and discounts, and then letting them know the link would be coming "tomorrow".
- I sent as much information as I could on the fundraiser and the link. :)

## SHARE A SPECIFIC, TANGIBLE GOAL FOR THE FUNDRAISER

- We have decided that we are putting the funds towards a new air pit for the gym.

## CONNECT WITH YOUR REGIONAL AND NATIONAL GYMNASTICS COMMUNITY

- We also have been telling all of our team kids about the sale and I gave them the story that was on your page and they were all so excited to match the teammates and across the region and nation.

## SOME HEALTHY COMPETITION

- Also since it's helping region 6 as well that was a huge selling point too!

*What are you doing to drive sales? We'd love to know what's working for you, so that we can share with other Affiliates to maximize fundraising success for all!*