

6 Steps to Marketing Success

#1 Share the Details

Be sure to include:

- How funds will be used
- Important dates and Fundraiser ID
- A call-to-action such as “click here to shop now”



#2 Set Goals for Personalized Emails

Reach people directly in their inbox:

- Personalize your email to make your message stand out
- Ask your participants to text or email at least 5-10 contacts and follow up every few days



#3 Spread the Word on Social

Get your friends and family involved:

- Encourage them to [share on Facebook & Instagram](#)
- Involve neighbors by posting on Nextdoor

#4 Create and Post Flyers

Generate excitement for your campaign:

- Highlight important details and post in a visible place
- Help share your fundraiser and get people excited!

#5 Boost Buzz and Offer Incentives

Encourage participation with perks and testimonials:

- Start with a kickoff to build excitement
- Offer fun incentives for fundraisers. If you are a school, a day off school, principal for the day or pajama day are great incentives. For groups and teams, free movie tickets or gift cards work well.

#6 Keep Momentum Going

Use several “turn-in” days for catalog orders:

- Use deadlines to motivate action
- Check-in every 3 days and recognize great participation

