

# Fundraiser Promotion Guide

The most successful fundraisers don't just post once and hope for the best. They share consistently, involve the whole team, and reach supporters through multiple channels.



## ★ READY-TO-USE PROMO TOOLS



### USE YOUR PROMO TOOLS

Log in to [GroupRaise.com](#) to see your fundraiser management page. Find promo materials in your “promote” tab.

**Copy and share in just a few clicks.**



#### Social Media Captions & Images

Posts and images for every stage of your campaign.



#### Text Templates

Quick texts to reach friends, family, and past supporters.



#### Email Templates

Ready-to-send emails to invite and remind supporters.



#### Facebook Event

Create an event to spread the word and build excitement.



#### Videos & Stories

Short videos and stories to share your fundraiser's impact.



#### Printable Flyers

Printable flyers, QR codes, and door hangers.

## 📅 3-WEEK PROMOTION CALENDAR

Use the ready-to-share promo tools available in your fundraiser management page. The calendar below shows which images and captions to use from your toolkit, when to share, and where.

| 🚀 WEEK 1: LAUNCH<br>Announce and get your first sales                                                                                                                                           |                                                       |                                                               | 📈 WEEK 2: MOMENTUM<br>Show progress & keep supporters engaged                                                                                                                                       |                                                       |                                        | 🕒 WEEK 3: FINAL PUSH<br>Leverage urgency to get more sales                                                                                                                                                         |                                                    |                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------|
| DAY                                                                                                                                                                                             | USE THESE TOOLS                                       | SHARE ON                                                      | DAY                                                                                                                                                                                                 | USE THESE TOOLS                                       | SHARE ON                               | DAY                                                                                                                                                                                                                | USE THESE TOOLS                                    | SHARE ON                                          |
| 1                                                                                                                                                                                               | Kickoff Caption<br>Feed Image<br>Timeless Text        | 📘 Social<br>💬 Text<br>💬 Group chats                           | 1                                                                                                                                                                                                   | Midpoint Caption<br>Progress Caption<br>Progress Text | 📘 Social<br>💬 Text<br>✉ Newsletter     | 1                                                                                                                                                                                                                  | 48 Hours Left<br>Caption<br>Progress image         | 📘 Social<br>💬 Text<br>💬 Group chats               |
| 2                                                                                                                                                                                               | How it Works Video<br>How to Redeem<br>Timeless Email | 📘 Social<br>📷 Stories<br>✉ Email                              | 2                                                                                                                                                                                                   | Follow-up Email<br>Timeless Email<br>Timeless Text    | ✉ Email<br>🌐 Org. comms<br>✉ Listservs | 2                                                                                                                                                                                                                  | 24 Hours Left<br>Caption and Text                  | 📘 Social<br>💬 Text<br>✉ Email                     |
| 3                                                                                                                                                                                               | Printable Flyer<br>QR Code<br>Door Hanger             | 📘 Newsletter<br>💬 Community<br>📅 Events<br>🏢 Local businesses | 3                                                                                                                                                                                                   | Product Story<br>Product Video                        | 📘 Social<br>💬 Group chats<br>📷 Stories | 3                                                                                                                                                                                                                  | Goal Reached/<br>Progress Image<br>Campaign Update | 📘 Social<br>📷 Stories<br>✉ Email<br>🌐 Everywhere! |
| <b>Team Member Action</b><br> Share kickoff posts, send texts and email, and post flyers to spread the word. |                                                       |                                                               | <b>Team Member Action</b><br> Repost updates, share the impact, and let others know why this fundraiser matters. |                                                       |                                        | <b>Team Member Action</b><br> Send final reminders, follow up with interested supporters, and share progress toward the goal. |                                                    |                                                   |



### AFTER THE CAMPAIGN ENDS



### Thank your supporters

Use the “Goal Reached” captions to thank your supporters and consider inviting them to visit the Shop To Support marketplace to keep helping you.

# 4 KEYS TO FUNDRAISER SUCCESS



## Invite team members

This is your most powerful fundraising tool. More team members means more supporters reached and more raised.



## Add a photo/logo and description to your campaign page

Supporters need to recognize your organization and understand what you're fundraising for, or they may leave before buying. Complete pages raise **3.4x** more.



## Use the ready-to-share promo tools

Both you and your team can find them on your fundraiser management pages. Simply copy, paste, and share.



## Follow the promotion calendar below

Or keep it simple: share 2–3 social posts, 1 text blast, and 1 email blast each week, plus stories and reposts in between.



## WHERE TO SHARE

The more places you share, the more people will see your fundraiser. Share at least 3 times per channel to follow up with those who intend to support but need more reminders.



### DIRECT OUTREACH

-  Text friends and family directly
-  Send personal emails
-  Follow up with people who didn't respond



### SOCIAL MEDIA

(Use both the organization's account and your personal one)

-  Instagram posts and stories
-  Facebook posts and stories
-  Create a Facebook event
-  TikTok videos



### COMMUNITY

-  Facebook groups
-  Nextdoor
-  Local listservs
-  Ask supporters to repost and forward your link
-  Ask local businesses to share with their patrons
-  Post in community boards/groups



### ORGANIZATION

-  Post on your website
-  Newsletters or ask your school/organization to share with the community
-  Mention the fundraiser at meetings/events
-  Ask teachers/coaches/leaders to repost



### IN PERSON

-  Distribute flyers
-  Post on the school's walls
-  Bring posters to your local stores



### GROUP CHATS & MESSAGING APPS

-  Share in family/friend group chats
-  Use your school's or organization's communication app

# WHAT TO SHARE

Consistency beats perfection. Here are more ideas on what to communicate with potential supporters:



## Your campaign story

"We're raising funds to help our robotics team compete this season and give every student the opportunity to participate."



## Goal announcement

"We're excited to launch our fundraiser and raise \$2,000 for new equipment."



## Milestones and progress updates

"We got our first sale!" or "We've reached 25% of our goal!"



## The product you're selling

"Win-win: support our fundraiser while enjoying fresh Krispy Kreme doughnuts!"



## GroupRaise challenges you're participating in

"Help us reach 20 sales by Thursday and unlock \$1,000 in bonus donations!"



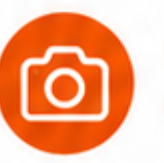
## Why the cause matters

"Your support helps provide instruments for every student in our band."



## Reminders and countdowns

"Only 48 hours left to support our fundraiser! If you've been thinking about helping, now's the perfect time."



## Photos and videos of your organization

Share photos from practices, meetings, performances, games, events, volunteer activities, or the impact your fundraiser supports.



## Photos and videos of your fundraising team

Introduce team members, celebrate milestones, and recognize their efforts.



## Team member spotlights

"Meet Sarah! She's helping us raise funds for our spring competition and has already sold 20 bags of coffee. Thank you, Sarah!"



## Thank-you posts

"Thank you to everyone who has supported us so far. We couldn't do this without you!"



## 'Help us reach our goal' updates

"We're only 10 sales away from our goal!"



## PRO TIP:

Consistency is key! Mix up your content, use your promo tools, and keep your message positive and engaging.

