

# FUNDRAISER FORMULA

Tried-and-true steps to rock your next fundraiser



## Brainstorm with Partners

The most successful fundraisers often come about through collaboration, where a Team becomes invested in an idea together. Work with your customer, industry partners, and other community members to brainstorm ideas.

*Pro Tip: Creativity often comes around naturally when it's not forced. Have a fun conversation to lighten the mood as you start to think of ideas.*



## Tell the Story

Give community members an emotional connection and a reason to give by sharing a story that resonates. Be open about sharing why this cause is relevant and post information about it on the storefront.

*Pro Tip: Providing pictures can be an impactful way to humanize your story and show who will be positively affected by the donations.*



## Keep it Simple

Once the fundraiser takes off, quick and straightforward fulfillment will be your most powerful ally. Stick with simple products, one- or two-color decoration, and a small selection of products to streamline the orders.

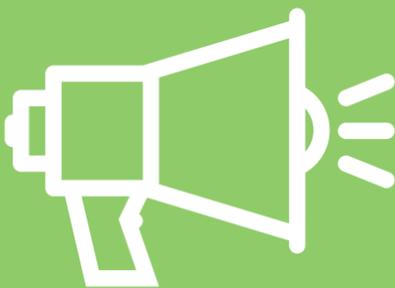
*Pro Tip: Provide a cash donation option on your store so people can still donate to the cause if they don't have an interest in purchasing items.*



## Be Transparent

Customers are more likely to participate if they feel confident their purchase will make a difference. Make it clear on the store what the fundraising goal is, who it supports, and how much is donated with every purchase.

*Pro Tip: Provide organization leaders a view into the performance of their fundraising store through the Group Access Portal.*



## Get the Word Out

Encourage your customer to share the store via email, social media, and word of mouth. As the fundraiser gains more traction, reach out to local and industry media outlets to share the good news and invite others to participate.

*Pro Tip: Think of creative social media contests or unique hashtags people can use to share the online store and reach more people.*



## Share the Impact

Once the store closes and orders have been fulfilled, share the story of the impact so customers feel good about their participation. Encourage customers to post about their purchase on social media.

*Pro Tip: Invite your customer to share the impact of the fundraiser on social media and tag other people and businesses who played a part.*



## Rinse & Repeat

Revisit your fundraising plan often and reach out to the organization to suggest running another campaign. Offer fresh ideas such as new products, marketing strategies, or causes to support.

*Pro Tip: Leverage the Copy Store feature to quickly create new online stores for other fundraising initiatives.*