



STEP 6: PLAN YOUR ADVERTISING

Follow our tips below to get more supporters at your activity.

SOCIAL MEDIA

Think about how you can best advertise your activity to your friends and family using social media. Be sure to ask them to share

FACEBOOK OR GOOGLE+

- 1. Set up an event and invite friends to join you
2. Update status regularly with pictures and reminders promoting your activity

INSTAGRAM

- 1. Post a photo advertising your activity date and time
2. Post photos of your destination and tell supporters about your trip
3. Post photos/videos of the activity as it is happening

YOUTUBE

- 1. Make fun commercials for your activity and post them in your other social media accounts

TWITTER

- 1. Tweet your activity details regularly
2. Tweet updates about your trip and funding goals
3. Re-tweet your Facebook or Google+ events link

SNAPCHAT

- 1. Send fun photos to your contacts counting down to your event

EMAIL

Leading up to your activity, email friends, family and businesses an invitation to participate. Be sure to include important details and an explanation of why you are planning the event.

PHONE/TEXT

Is there anyone you should call or text a personal message to?

PRINTED MATERIALS

Consider printing advertising to hang around your school and community centers.

Table with 3 columns: Item, QUANTITY, COST TO PRINT. Rows include Fliers, Postcards, Letters, Posters, and blank lines.

LOCAL MEDIA

Consider local media channels for gaining support. (Tell them why you are fundraising and see if you can get a discounted rate.)

NEWSPAPER

Your daily, weekly, or school newspaper might have a community page. Consider posting an ad promoting or describing your activity.

RADIO

Your local or school radio station might be willing to run an ad or have you talk about your trip.

TV

Your local or school TV station might be interested in featuring your activity or program in a news or community segment.

EVENT PROGRAMS

If there's an upcoming school sports game, performance, or event, check out options for including an ad for your activity.

STEP 7: MAKE YOUR SUPPLY LIST OR A TO-DO LIST

(Example: Paper, crafts, ingredients, rentals, tools. Or if you're planning an event, in addition to supplies, be sure to list the tasks that will need done, items to pick up, etc.)

Table with 3 columns: ITEM/TO-DO, QUANTITY/WHEN, COST. Includes checkboxes for DONATED and FREE.



SUPPLY LIST/TO-DO LIST CONTINUED

ITEM/TO-DO	QUANTITY/WHEN	COST
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE
_____	_____	\$ _____ <input type="checkbox"/> DONATED <input type="checkbox"/> FREE

STEP 8: MAKE A BUDGET AND STICK TO IT

WHAT IS YOUR FUNDING GOAL FOR THIS ACTIVITY?

\$ _____

WHAT ARE YOUR TOTAL EXPECTED EXPENSES?

\$ _____

FILL OUT THIS SECTION AFTER YOU'VE COMPLETED YOUR ACTIVITY.

HOW MUCH DID YOUR ACTIVITY GENERATE? (GROSS PROFIT)

\$ _____

WHAT WERE YOUR TOTAL ACTIVITY COSTS?

\$ _____

WHAT IS YOUR TOTAL AFTER SUBTRACTING ACTIVITY COSTS FROM YOUR GROSS PROFIT? (NET PROFIT)

\$ _____

DID YOU REACH YOUR FUNDING GOAL?

YES NO

WHAT IS THE DIFFERENCE BETWEEN YOUR FUNDING GOAL AND YOUR NET PROFIT?

\$ _____

CONGRATULATIONS ON COMPLETING YOUR FUNDRAISING ACTIVITY!

