

Tips for a successful FUNdraiser at Elevated Sportz

Get the word out early and often!

1. To announce the event, send home a “Save the Date” notice to parents.
2. Follow up with a more detailed flyer – date(s), time, location, etc. (Elevated Sportz can provide you an event flyer in email and print format.)
3. Emphasize how the money will be used. Parents like a specific goal - library books, gym equipment, special assembly, etc.
4. Pick a theme or tie in with a school event:
 - a. Back-to-School Kick-off – Meet your classmates AND raise money for your school.
 - b. Exam *Scram!* – Celebrate the end of standardized testing.
 - c. Mid-Day Magic – Plan your fundraiser on an early release day; hire a magician to attend.
5. Email information to parents on your PTA/O distribution list. Urge parents to invite their friends and family members.
6. Post on PTA/O social media sites. Include photo(s) from Elevated Sportz to build interest:
 - a. Website
 - b. Facebook – See “7 perceptively simple ways to promote a fundraiser on Facebook” www.johnhaydon.com/promote-a-fundraiser-with-facebook/
 - c. Twitter
 - d. Instagram
7. Include announcements in PTA/O newsletters.
8. Put up posters around the school. Don’t forget the school office!
9. Include in daily announcements over the school’s PA system.
10. Provide stickers for kids to wear home:
Ex: “Bounce for Bucks” at Elevated Sportz, Oct 15, 2015
11. Post sign boards at school pick up and drop off points. Know a real estate agent? Borrow some A-board signs and put posters on them. (Even a homemade poster board sign will work.)
12. Offer a prize for class with most participants. (An extra recess, pizza or ice cream party, front row seating at next student assembly)
13. Hand out leis, school wrist bands or other inexpensive door prizes, at the event so participants can find each other.
14. Let parents know this is a “no-fuss” event. All they have to do is bring in the kids and Elevated Sportz will donate 20% of the pre-tax ticket sales.
15. Don’t forget to send out social media reminders on the day of the event.