

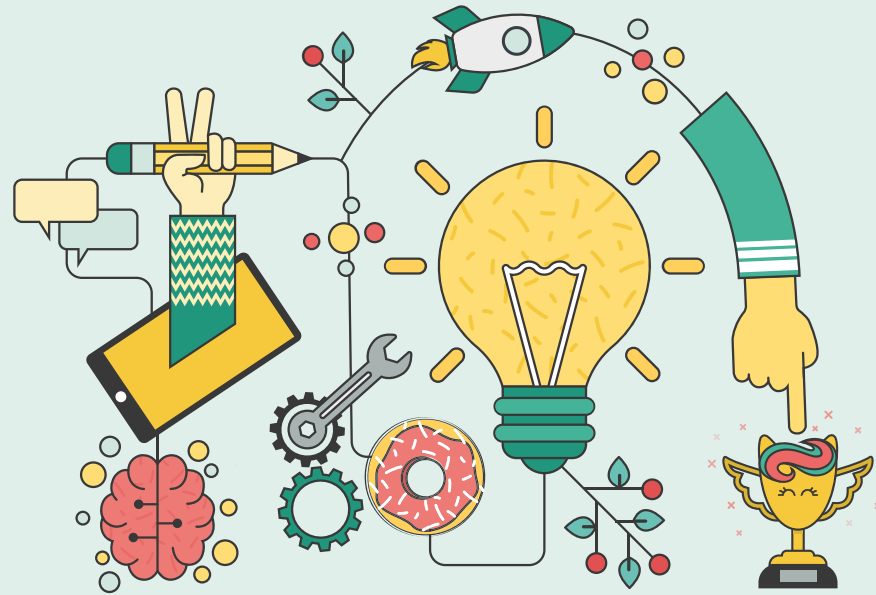
TOOL INSPIRED BY



**La Ruche**

SUPPORTED BY Desjardins

Le parcours  
DE LA GRANDE  
JOURNÉE

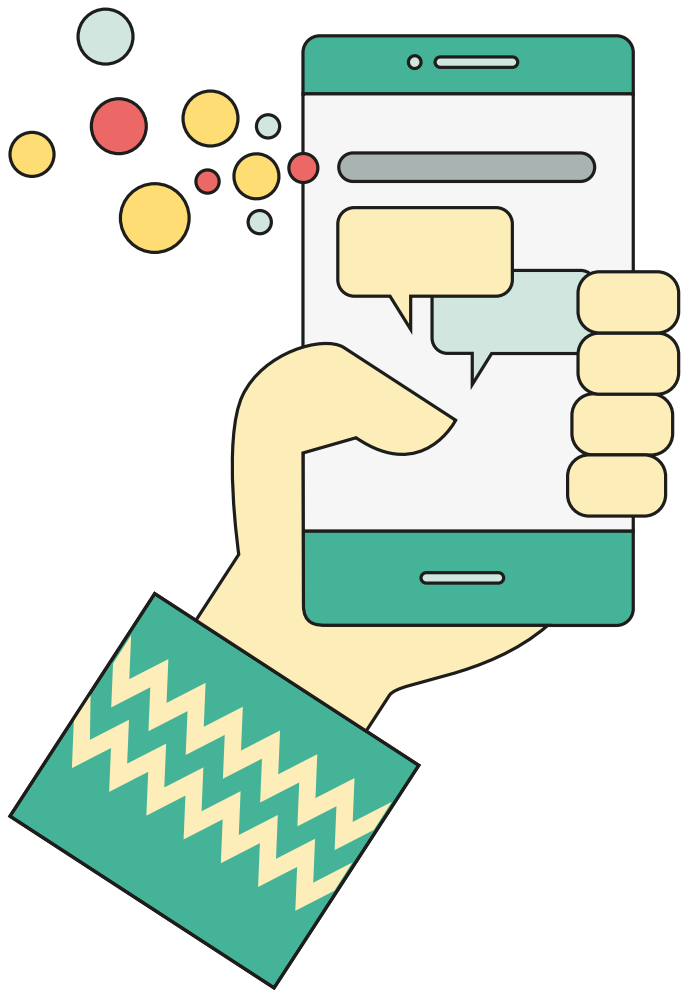


# The Project **FACTORY**

STEP 3. BUILD A BRAND IDENTITY AND START PROMOTING

**Fundraiser promotion**

# Communicate with your supporters to promote your fundraiser



In addition to generating excitement about your fundraiser, a well-planned communications strategy will allow you to reach a large number of people and help them connect with your project, while taking a balanced approach to your requests for support.

- Use the **Promotional email templates** and **Press release** tools for inspiration.
- Use your **branding** in all your communications.



# Before launching your fundraiser

## Weeks before the launch

### Build your contact list!

Think about people who would be likely to contribute to your fundraiser and make a list with their email addresses and phone numbers.

Draw up a list of people who would be able to talk about your project and promote it. A few suggestions:

- A friend who is very involved in the community
- An acquaintance that has a large, tight-knit family
- A local media outlet
- Social media groups or pages associated with your school or project
- City councillors or elected representatives who like to be informed
- Partners who could potentially spread the word

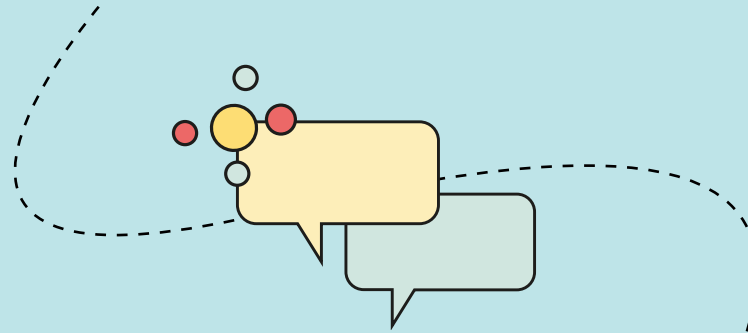
### Get the word out!

Share the news about your project with everyone you see!

Your excitement will be contagious, and they'll be happy to support you when your fundraiser goes live. The more you talk about your project, the more you'll get others talking about it too!

### Grow your community

Post about your project on social media or any other online platform chosen and approved by your school. Make sure everyone who might support your project follows it.



## **1 to 2 weeks before your fundraiser launch**

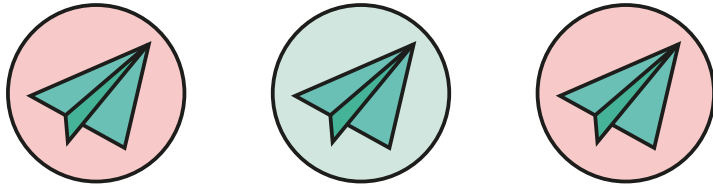
Announce your upcoming fundraiser to your community so they'll be ready to contribute. Think a message to parents from the school, an announcement to the parent association, a post on the school Facebook page and/or a press release on the school website.

## **The day before the launch**

Send a reminder out to your community. If you've created a public page on social media, this is your chance to say, "Watch this space: Our fundraiser goes live tomorrow!"

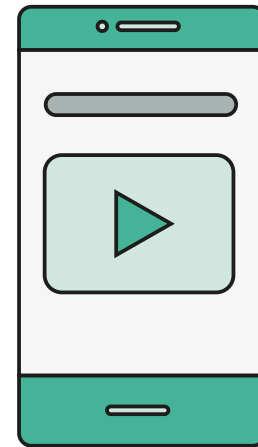


# Launch day



## Send personalized messages to your supporters and potential supporters

Share the link to your fundraiser by sending messages tailored to each audience.



## Launch your promotional video

If you've made a promo video, be sure to add it to your social media post.



# During the fundraiser

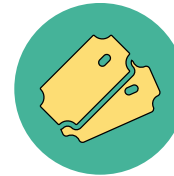
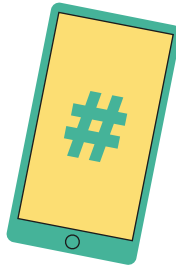


## MIX IT UP

Social media posts, phone calls, emails—there are so many great ways to ensure your potential supporters keep hearing about your fundraiser.

## MAKE THE MOST OF SOCIAL MEDIA

Use your social networks to post progress reports for your supporters about your project and fundraiser. Create a hashtag with the name of your fundraiser to use in your posts (e.g., [#triptoronto](#)) to increase your visibility.



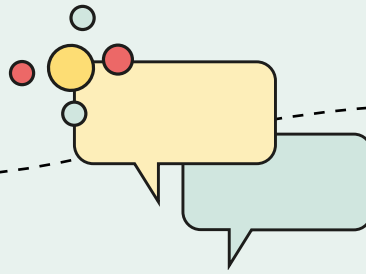
## PRESENT EACH OF YOUR PERKS IN DIFFERENT POSTS

For example: *"Love energy bars to keep you going through those non-stop days? This is for you!"* or *"Get advance tickets to the year-end show! Here's how to confirm your spots now."*

## CONDUCT A SURVEY OF YOUR COMMUNITY

For example, get people to vote on an element of your project, like an album cover or packaging design.





## During the fundraiser (cont.)



### EXCITED ABOUT YOUR PROGRESS?

Share the good news and direct people to your fundraiser page. Post photos of your team in action! Show how you're involved.



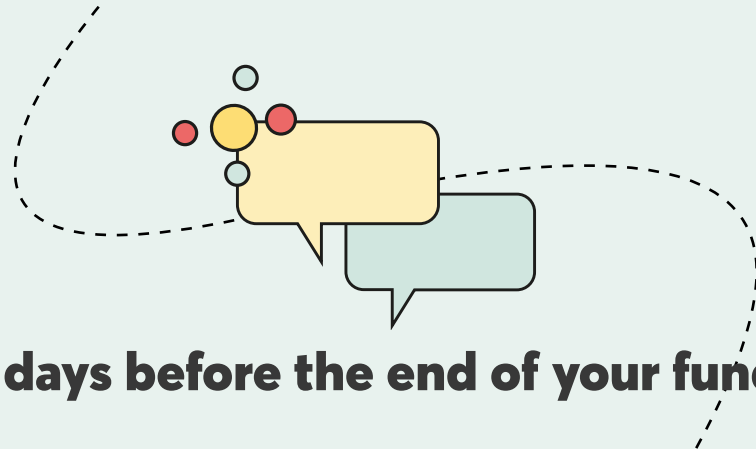
### REACHED YOUR GOAL AND SET A NEW FUNDRAISING OBJECTIVE?

Tell your community and explain what the extra funds will allow you to do.



### HAVE A SUPPORTER WHO HAS GONE THE EXTRA MILE?

Talk about their generous contribution in a post and encourage other supporters to do the same.



## A few days before the end of your fundraiser

If you have a promo video, share it again or create a new one specifically to motivate your troops! A simple video made on a mobile phone can be very effective.

## Last day of the fundraiser



Send out one last enthusiastic reminder. Highlight the importance of the project this fundraiser will make possible.





# When the fundraiser is over

## The day after

Share the final results with your community and thank them for their support. A personalized message of thanks will mean a lot to your supporters.

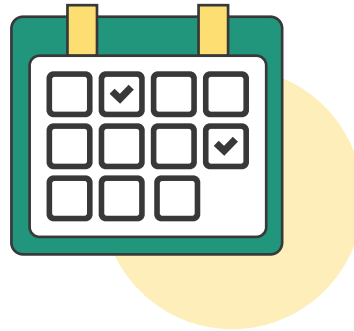
## After your fundraiser

Stay active and keep your community updated on your progress and the completion of your project! Deliver products your supporters purchased right away.

Be sure to take photos of your final project. Supporters are always happy to see what their contributions made possible. They'll be all the more proud to support you again the next time!

# Promotional calendar

You now have some winning strategies up your sleeve for communicating with your supporters. **In the weeks before your fundraiser launch**, take the time to plan a schedule for your posts. Think about the most opportune moments for reminders, as people tend to scroll on past things they've seen before. Be creative and strive for variety in your posts.



You can use the table below to plan the types of post (videos, photos, infographics, posters, etc.), the message conveyed (more information about your project, check in with supporters, promoting your perks, etc.), the target audience (teachers, parents of students, adults, youth, others, etc.), the medium (social media, email, bulletin boards, etc.) and the date of distribution.

MY PROMOTIONAL CALENDAR				
Type of post	Message	Target audience	Medium	Date

You may be planning more than 4 posts.  
Feel free to reproduce this table or adapt it to your needs.