

INCREASE YOUR FUNDRAISING SALES

START SPREADING THE NEWS - NOW!

Don't wait until the fundraiser starts! Share details on your upcoming fundraiser as early as possible so people are ready to take action.

BE SPECIFIC

People support causes that are easy to understand *and* inspire action. Keep your message short and to the point: *"We're raising money for new playground equipment and here's how you can help!"* or *"Check out these exclusive shirts you can purchase to raise funds for our classroom technology needs."*

EXPAND YOUR AUDIENCE

The I Love Public Schools message isn't just for educators. Think outside "school walls" and share this opportunity with parents/guardians, alumni, and community partners.

USE SOCIAL MEDIA TO YOUR ADVANTAGE

- Work with your school, district communications / social media teams to help share the message on your social media platforms; use the hashtag **#ilovepublicschools** so we can help you spread the word.
- Include a "like and share" call to action in your posts so your community helps spread the word too!

USE MULTIPLE CHANNELS

Customized Flyers - we create this for you to show the exclusive shirt offered

- Email to your staff, parents, board members, and community supporters in advance of the sale. Send again once the sale has started with a link to the shop.
- Print and post around your school. Hand out in your front office.

Announcements - talk about your fundraiser every chance you can

- Mention in daily announcements so students can share the details at home.
- Talk it up at meetings, at games, at rallies - you get the idea!

Newsletters

- Put fundraiser details in your newsletter **before** it begins to build awareness. Include reminders during the sale with pictures to attract attention.
- Have your newsletters gone digital? Include a live link to the online store to direct people right to the shirts!

MAKE IT FUN AND CREATIVE

Everyone loves a contest! Can the school principal do something exciting if the sales goal is met? Class parties? Extra recess? Incentives inspire action!

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FUNDRAISING CHECKLIST

Date Sales Begin | _____ **Date Sales End** | _____

*You may feel like you are inundating people with your message - **that's ok!** Research shows that people need to see a message **at least 3 times** before they take action. For the best fundraising results, you **WILL** need to send repeated messages.*

1. Pre-Sale Awareness (two weeks prior to sale start date)

- Email (use templates provided on the following pages)
- Social Media Posts (use templates provided)
- Newsletters (include flyer and/or images, all provided)
- Alert school, district communications/social media director with sale dates and info
- Discuss in meetings and announcement opportunities

2. Fundraiser Goes LIVE - Date | _____

- Email (use templates provided on the following pages)
- Social Media Posts - include the tag #ILovePublicSchools
- Newsletters
- Post and handout the customized flyer
- Check in with the merchandise coordinator at **shirts@nelovesps.org** with any questions and to get status updates on your sales
- Continue talking about the sale at meetings and events

3. Final Days of Fundraiser (3 days before sales end) - Date | _____

Send out final reminder emails and social media posts that the sale is concluding, with a "last day(s) to order" call to action

4. Fundraiser Ends (day after sale ends) - Date | _____

- Thank everyone who supported the sale
- Provide your W9 to the Merchandise Director - **shirts@nelovesps.org**

5. Shirts Have Arrived

- Create a "wear your shirt" event
- Take pictures and share with us
- Post on social media and include the tag #ILovePublicSchools

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TEMPLATES

Because we know you're short on time, we've created sample templates to help promote your fundraiser. Plug in your school's information in the highlighted areas, add the customized images we'll create for you, then copy and paste to share with your fans!

Sample Social Media:

- **Facebook post** - *attach your customized flyer or images in the post. Tag "I Love Public Schools" in your post to maximize exposures.*

Pre-order your exclusive [insert your school name here] / I Love Public Schools t-shirt and help us raise money for [insert your cause here].

Visit iloveps.org/shop, click on the limited edition section of the site, find our school and start shopping! Shirts are available online only until [Day, Month XX, 20xx.] Up to 20% of the proceeds go back to our school.

- **Twitter post** - *add your customized flyer or images, and @ILovePublicSchools*

Share the Love - [insert your school name / mascot here] Style! You've asked about the "I Love Public Schools" t-shirts and now we've created our own version of the shirt. Pre-order your exclusive [insert your school name here] Logo shirts now through [Day, Month]. Up to 20% of the proceeds will go towards [insert your cause here].

- **Instagram post** - *add your customized flyer and images and include the link iloveps.org/shop in your bio*

Pre-order your exclusive [insert your school name / mascot here] "I Love Public Schools" t-shirt today and help us raise money for [insert your cause here]. Look for the link in our bio and order now until [Day, Month]. #ilovepublicschools

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HOME OF THE ORIGINAL I ♥ PUBLIC SCHOOLS™ T-SHIRT

Email Template - attach your customized flyer (provided by ILPS) and images to the email

Subject: SHARE THE LOVE / [MASCOT NAME] STYLE

Have you heard? We've teamed up with Nebraska Loves Public Schools and created our very own [mascot name] version of the I Love Public Schools t-shirt! Pre-order your limited edition [insert your school name here] / I Love Public Schools t-shirt and help us raise money for [insert your cause here].

It's quick and easy to do:

- Visit iloveps.org/shop by [Day, Month XX, 20xx]
- Click on the limited edition section dropdown
- Find our school and start shopping
- Shirts will arrive 2 weeks after [Day, Month XX, 20xx]

The more shirts we sell, the more money we'll earn!

Our friends at Nebraska Loves Public Schools make more than shirts – they make films to raise awareness about what's happening in our schools. After you pre-order your shirts, check out their [Most Watched](#) film playlist.

Questions? Email [Coordinator's name] at [coordinator's email address] or Jennifer at shirts@nelovesps.org for help.

Thanks in advance for your help supporting [insert your school name here]

[Coordinator's name]

In partnership with:

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