

TIPS AND TRICKS

People tend to support causes that are tangible. . .be as specific as you can about what you are raising money for. (ie, playground equipment, new technology for classrooms, club trips)

The I Love Public Schools message isn't just for educators. Be sure to share this opportunity with your parents, alumni and community partners.

Use social media to your advantage.

- Share on your school's social media pages and use the hashtag #ilovepublicschools so we can help you spread the word
- Ask your social media savvy teachers, parents and supporters to help spread the word

Email your staff, parents, board members, and community supporters; use our templates to get started.

- Attach the customized flyer so your fans can see what this special shirt looks like

Print your customized flyers and hang them up around your school. Make a few available to hand out in your front office.

Make an announcement about the fundraiser over the PA during morning announcements, at games and other school activities.

Include reminder messages in your all-school newsletters.

Creative incentives for your school. Challenge your principal or staff to do something fun for the students if you reach your fundraising goal.

TEMPLATES

Because we know you're short on time, we've created sample templates to help promote your fundraiser. Below are a few examples we've created. Plug in your school's information in the highlighted areas and share with your fans. Be sure to download the images we've created for you in the toolkit section of our website.

Sample Social Media

- **Facebook post** - *include your customized flyer in the post*

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].

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, 201x.] Up to 20% of the proceeds go back to our school.

- **Twitter post** - *include your customized flyer in the post*

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 limited edition [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** - *include the link iloveps.org/shop in your bio*

Pre-order your limited edition [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

Email Template - attach your customized flyer 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, 201x]
- Click on the limited edition section dropdown
- Find our school and start shopping
- Shirts will arrive 2 weeks after [Day, Month XX, 201x]

Up to 20% of the proceeds go back to our school. 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 Jen at jen.parsons@neloveps.org for help.

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

In partnership with:

I ♥ PUBLIC SCHOOLS

iloveps.org

Nebraska Loves Public Schools is dedicated to supporting public education one documentary film at a time.

HOW TO ENGAGE YOUR FANS

What to do when you receive your shirts...

- Thank your fans for helping to support your school. Please encourage them to watch our films by visiting iloveps.org.
- Create a post on social media about your new shirts. Make sure to use the hashtag #ilovepublicschools.

When to wear your shirts...

- Encourage your fans to hop on board with [Feel the Love Fridays](#) and I Love Public Schools Day (Jan. 29, 2020). These are times when Nebraskans everywhere show love for public schools.
- Pick specific all-school / all-community events and encourage your fans to wear their shirts.
- Use one of our films and host a viewing party. Encourage attendees to wear their I Love Public Schools gear and discuss how the film resonates with what you see in your school community.
- Anytime, anywhere.

What to do with your shirts...

- Encourage conversations. When people ask about their shirt, make sure they have something to share. Print a card with facts about your school or find a way to equip fans with positive messages about what's happening with your school.
- Engage your community in a selfie challenge / photo challenge for a fun way to feature your shirts. Use the hashtag #ilovepublicschools and include a fun prize or incentive.
- Send us a video or photo story about your school for a chance to be featured. Get creative and wear your shirts - iloveps.org/stories