

Getting Started with the Custom Card Fundraiser



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Welcome

- This kit is designed to help you with promoting your custom card fundraiser
- It is focused on digital promotion but other resources can be used such as printed materials
- Frequency and consistency are key to creating awareness
- Your feedback is valuable
- If you have any questions or comments, please **contact your sales representative**

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Products

Products for holidays and occasions throughout the year.

Baby

- shower
- birth announcement
- thank you

Birthday

Graduation

Holidays

- Christmas
- Hannukah
- Thanksgiving
- New Year

Invitations

Thank You

Upload Your Own Design Wedding

- bridal shower
- save the date
- thank you

New Designs and Categories to come...



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Average Order	\$65	\$65
Orders per Month	10	15
Annual Sales	\$7,800	\$11,700
Funds to your Group	\$1,170	\$1,755

The card fundraiser promotes revenue generation throughout the year.

It integrates well with our calendar fundraising project allowing for stronger fund generation.

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Importance of Creating Awareness

3 Easy Ways to Promote Your Fundraiser

1 Social Media

Social media is an obvious choice for the promotion of the program. It allows for simple, consistent and cost effective communication with your supporters. Creating awareness throughout the year is key to the success of your project.

2 Email

Email is a great way to deliver more detailed communications to your supporters if you have the ability. Communicating via email several times throughout the year will allow you to explain program details. It will also allow you to inform your supporters on how their participation will help your organization.

3 Word of mouth

Promotion should be a team effort. Remind your supporters that they can share the details of the program with their friends, family and acquaintances! People do not need to be directly associated with your organization to promote and participate (purchase cards) in this project.

- Promotion is critical in the success of this project
- Awareness must be created so when needs arise, people know where to go
- Be consistent and regular with project promotion
- Increase promotion in advance of key times of the year. ex: holidays, graduation

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Make it Personal

1 Tell a Story

Help people connect to your cause by sharing how the funds you have raised in the past have been used to benefit the organization. Stories allow people to relate to the issue on a personal level.

2 Share Your Vision

Explain what you hope to do/achieve with the funds that you are raising. People will usually be more motivated to help once they understand the details and purpose.

3 Always Educate

Every time you communicate is a chance to educate people about your cause. Be clear and explain why and how you do what you do, and why it matters!

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Monday and Wednesday communication - see below for proposed schedule utilizing your preferred methods of social outreach. Use emails as a welcome to the program and to promote potential times for heavy use. Sample emails in next section.

-  Social / email
-  social post

JANUARY 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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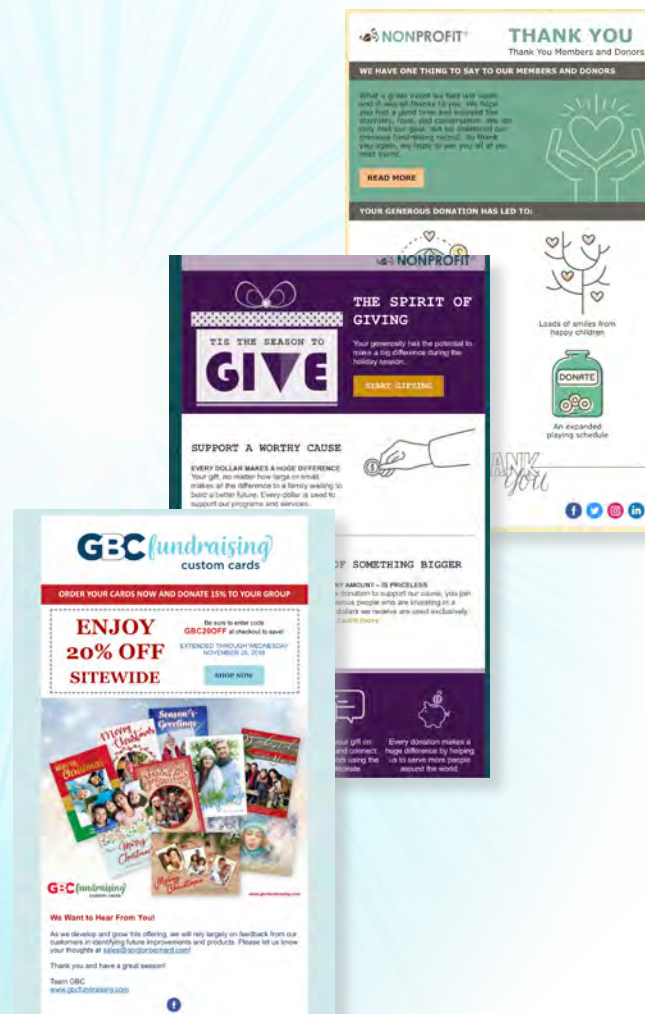
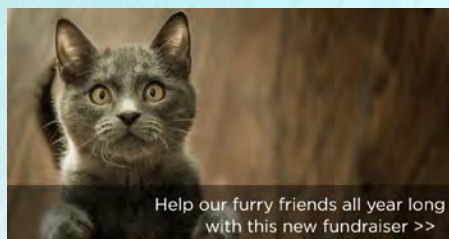
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imagery for social media posts including benefits of program, products samples and message highlights you can link to more information.

email templates to customize and share

pdfs to share digitally or to print



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- **Download resources** to use for promoting to your supporters
- Please **contact your sales representative** to sign up your group
- Direct supporters to the site so they can open an account and start contributing to your group

www.gbcbfundraising.com

Feedback is always welcome.
If you have any suggestions or requests,
don't hesitate to contact your Sales
Representative.



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