

**We've compiled the following list of creative ideas to help you promote your fundraiser and drive potential donors to your website.**

Promote, promote, promote! The more people who are aware of your fundraiser and your goals, the more successful it will be.

Involve your PTA, parent groups, student council or any volunteer groups at your school to encourage their support.

Promote your Titlewish fundraiser at school events/PTA meetings.

Feature your fundraiser in the school newspaper.

Encourage parents and staff to use their Facebook, Twitter and other social media accounts to share your Titlewish fundraiser with family, friends or coworkers.

Utilize the communication channels available at your school to promote your fundraiser. Use email, daily announcements, phone communications, bulletin boards and electronic billboards.

Send periodic progress updates to your parents and staff and remind them how many days/weeks are left to donate.

If you have specific materials you will be purchasing with the funds you raise, share those details. "We will be purchasing new science materials to support our science curriculum."

Raise awareness of your fundraiser through local newspaper, radio station, cable channel and TV stations.

Promote your fundraiser on your school and district website as well as your library webpage. Contact your local Chamber of Commerce or other civic groups to help promote your fundraiser event.

Ask local businesses to donate to your fundraiser.

Be sure to send out a thank you email to all of your parents and staff, and post a thank you on your library/school webpage.

Share how much money you raised and what you were able to purchase with the generous donations you received.