

Successful fundraisers don't just happen - they require time, planning and promotion. BiddingForGood has helped schools and nonprofits run over 13,000 online auctions and based on this experience, we've compiled the top 10 tips for successfully promoting your fundraiser.

1. **Start early!** Getting the word out is critical and we recommend that you start 60 days before your event *at the latest*.
2. Use **every available channel** - email campaigns to your supporters, your website, social media, postcards, your email signature, etc.
3. **On your website** - promote on your home page and if possible, set up a dedicated page on your site to promote the event. Link to this page at every opportunity.
4. **Campaign frequently** - email your community to generate buzz and excitement, and stay in touch as your event date draws near.
5. **Spread the word with Social Media** - Announce your event on Facebook, Twitter and LinkedIn, and make it easy for your community to help you generate buzz. Keep at it in the days and weeks leading up to your event.
6. **Use Facebook** to its fullest - with more than 500 million active users, Facebook is becoming a critical tool for fundraising success. Add your fundraiser as an event on your Facebook page, and make it public so anyone can RSVP and invite friends. Ask your fans to help you by posting a link to your event on their pages.
7. **Keep your community invested in your success** - make your supporters your partners by letting them know why you need the funds, how much you've raised, and give them concrete examples of how their contributions will help. And thank them when your event is over!
8. **Partner with local businesses** - seek sponsorships from local businesses and vendors, in the form of cash donations or barter in exchange for event services. Offer them visibility and acknowledgment at your event and on your website.
9. **Seek alternative promotional opportunities** - get the word out via local media outlets, mailings in partnership with local businesses, and flyers. If it's not in your budget to create printed materials, check with a local printer, UPS Store, Kinko's, etc., about donating their services.
10. **If you're fundraising for a school** - use backpack flyers, hang banners at school and in town, and include regular announcements in school newsletters.



About BiddingForGood

BiddingForGood has helped schools and nonprofits like yours raise over **\$120 million** with online auction fundraisers. Our customers earn an **average of \$6 for every dollar** they invest, because we provide a complete suite of tools designed to help you expand your audience, get more auction items, and raise more money. More schools and nonprofit organizations are moving to online fundraising auctions for one reason: **they work!**

Get Started Today!

To learn more, give us a call at 866-918-0313.