

# Maximize Success

## What Successful FUNDrive® Organizers Recommend

### Identify Donors

You  
Family  
Friends  
Work associates  
Neighbors  
Community



### Recruit Volunteer Help

Who is a promotion superstar?  
Who will make it fun for your team?  
Who is organized?  
Who has storage space?

### Make it FUN!

Look for ways to create friendly competition.



Elementary school leaders recommend things like lunch with the principal, extra recess, no uniform day or a pizza party for the classroom that collects the most bags and boxes.

Team up with a local restaurant to be a drop off location and offer gift cards for incentives.

Check with the team sponsors to see if they will promote your event by sharing your social media promotion page with their network.

### Plan a Promotion Strategy

How will you promote your fundraiser?

- Post on social media
  - Personal and nonprofit pages
- Add to newsletter
- Feature on organization website
- Contact local newspaper
- Email friends and family



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## Send 3 Key Emails

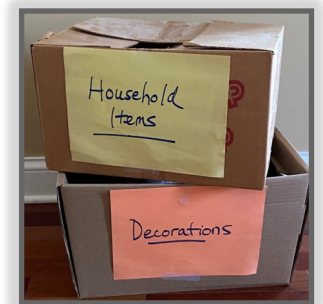
Be sure to include a link to your promotion page.

1. Fundraiser introduction (include any community drop-off event days)
2. Community collection day announcement
3. Collection ending soon reminder



## Fill the Bags and Boxes

- Consolidate donations to “stuff” the bags.
- Full bags help you stay on track to meet your goal.
- Tightly pack boxes with household goods.



## Sharing Digitally Delivers

- Share, share, share! Post frequently on social media and keep it fresh.
- Use pictures (not just bags) to show who you are fundraising for and how the donations will make a difference.

## Finding Storage Successes

- Nonprofit organizations like to work with car dealerships to be a drop off spot and house donations.
- Some storage facilities will donate space or offer a discounted rate for nonprofits.
- Local businesses often enjoy supporting community-based nonprofits. Some have storage space available and others are happy to be a drop spot for donations.

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