

Promoting Fundraising Events

How can schools and youth organizations spread the word to promote their special fundraising events?

Tips for Schools and Campuses

- Create digital and print flyers – ask permission to post them.
- Ask teachers to send flyers home in student folders.
- Create a large countdown calendar.
- Post a large fundraising thermometer in a prominent area.
- Schedule a student-wide video announcement and/or kick-off assembly.
- Is there a newsletter that goes out to families? Request to include your events!
- Ask the PTA or parent booster clubs for support and ideas.
- Create a website for your Wish Week[®].
- Does someone have a connection to the local media? Reach out for an interview or ask for a mention.
- Invite students/families to email their own family, friends and networks to request their support.
- Make yard signs to display near building entrances, or for students to take and place in their yards at home.
- Create “Ask Me About Wish Week” pins or necklaces for students to wear around town.
- Ask local businesses if you can paint their windows blue in support of Make-A-Wish[®] San Diego.
- Post on community calendars at local radio stations, and ask them for an on-air interview.
- Invite all schools in the district to participate in your fundraiser. More participants leads to more outreach!

Tips for Social Media:

- Is there a Facebook group for your school/campus, PTA, club, sports team or individual classes? Post there!
- Share your school's story or connection to granting wishes.
- Add photos and videos to posts.
- Post often and change up content each time.
- Use the provided graphics to show the long-lasting impact of wishes.
- Personally share your customized fundraising link on multiple social platforms.