Garden FOR Wildlife™
by National Wildlife Federation

HOW TO
Promote your
FUNDRAISER

1 · IDENTIFY YOUR RESOURCES

Do you have access to social media? Website? Mailing list? Newsletter? In-person events? Supporters who could help promote your fundraiser as part of their everyday business?

2 · CREATE AN ENGAGING STORY

Supporters love to know what you're doing and why. Make a list of selling points that will resonate with your target audience and pair that with a clear "call to action."
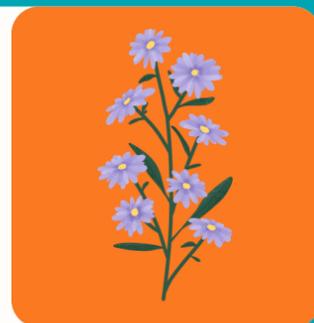
3 · UTILIZE OFFLINE MARKETING

Place flyers, posters, and banners in strategic places to promote your "call to action." Some supporters will love a QR code while others won't. Make sure you have two ways to connect.

4 · SOCIAL MEDIA BLITZ

Make it easy for supporters to find and share your "call to action" on all social media platforms. Create a few messages that can be used across your social media channels - make sure to let your supporters know your goal!

5 · NEWSLETTERS AND EMAIL

If you have a newsletter that goes out to your supporters, use it! Add your call to action and a PDF flyer to promote your fundraiser and your goals! Have an email list? Send that same message!

6 · POST ON YOUR WEBSITE

If your organization has a website, post the details of your fundraiser near the top in a 'pinned' post. Make sure to state your timeline, goals, and update your progress. You can add links directly to your sales portal (if applicable).

7 · PROMOTE AT MEETINGS

Does your organization have membership meetings or regular check-ins? Use those opportunities to talk about the fundraiser, progress, and how the attendees can get involved or support you.

8 · BUSINESS CONNECTIONS

Some of your supporters may be in a position to post a flyer, host an event, or even financially support your goals. The broader your reach, the more successful you can be.

9 · FAMILY & FRIENDS

Near or far, family and friends can be a lifesaver when running a fundraising campaign. Whether it's financial support, moral support, or spreading the word, tapping into your networks is always helpful!