

# SMASHING TOMATO FUNDRAISING

## SUCCESS TIPS



### Tip for a Successful Fundraiser

- Distribute your flyer: Email the official Smashing Tomato flyer that was sent to you via email to your distribution list (parents, teachers, members of your organization, and staff at your company).
- Share on Social: Post the flyer on your organization's school's Facebook, Twitter, Instagram etc. accounts. Encourage members or parents to share and post the flyer on their own accounts. Encourage supporters to post photos and status updates during the fundraiser to inspire more of their friends to come out and support.
- Share on your Website: Make sure to post the fundraiser details on the homepage or calendar of your website and share the fundraiser page and marketing materials provided.
- Make Announcements: Share the details at upcoming meetings and events like volunteer member or PTA meetings, pep rallies or sporting events. Request the details be shared through company-wide announcements, school announcements and school news.
- Print, Post & Pass Out Flyers:
- Post flyers on community boards in common areas
- Distribute flyers at meetings/events
- Send flyers to digital classroom notes/school calendars
- Print the flyer in school newspapers
- Enjoy your event