

MyBooster.com Fundraising Checklist

Start with the Why – Are you raising money for a specific project or for general funds? Make sure to share this goal often with participants and potential donors to drive up donations during your fundraiser.

Form a Planning Committee – Your school's parent group is most likely juggling many different projects. Take this time to determine who has the bandwidth to be a part of this fundraiser and clearly define responsibilities. It can be helpful to make a list of [additional volunteers](#) you can utilize such as parents and staff.

Use Your Fundraiser to Build School Spirit – A spirit wear shirt to wear on the day of your event is a great option for building school spirit. Check out the options to bulk order spirit wear through [Booster Gear](#) or reach out to your Booster Representative for more information.

Recruit Sponsors to Offset Costs – Reach out to local businesses and offer them the opportunity to sponsor your fundraiser and pay for your [spirit wear](#) in exchange for having their company name or logo on the apparel and fundraising website. We can add up to 6 business logos onto the site and attach their website links!

Plan a Promotion Strategy – From social media to signs and flyers, promoting your fundraiser is essential and will require even more volunteer hours. Create a timeline of how you will communicate with families and the community through the entire fundraiser. Plan to communicate early and often! [CLICK HERE](#) for flyers, social media graphics, communication blasts, and more!

Prepare Website Customizations – There are several items that can be customized to make your website more specific to your school. The following can be discussed with and sent to your MyBooster Expert: school logo, preferred colors, [program description](#), [program video](#) and images, what you're raising funds for, raising funds for images, and prizes!

Have Fun! – It's literally part of the word — FUNdraising. So make it fun! The more the students are enjoying your fundraiser the more motivated they will be to participate. With your team, brainstorm ways to make activities extra exciting and use a rewards system to encourage student participation. [Click here for ideas!](#)

Get Your Teachers Involved – A successful fundraiser needs the support of your teachers. Provide them with information such as dates, logistics, what the funds are for and student prizes ahead of time so they are informed. Your teachers spend the most time with students and play a huge part in keeping them motivated.

Post Fundraiser: Thank Your Donors and Volunteers – Make sure to express your gratitude to all the students, families, volunteers and members of your community that helped make your fundraiser a success.

Post Fundraiser: Meet With Your Client Care Consultant – Meet with your Booster Representative to go over your results, discuss what went well and what could be improved, and start planning your next fundraiser!