

MyBooster.com Fundraising Checklist

- Start with the Why** – The more specific you can be in why you're raising funds, the more motivating it is for donors. Stay away from things like "General Operating Budget" and lean towards specifics, such as "Chromebooks" or "Playground Renovations." Make sure to share this goal often with participants and potential donors to drive up donations during your fundraiser.

- Form a Planning Committee** – Determine who has the bandwidth to be a part of this fundraiser and clearly define responsibilities, such as promoting the event. 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 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.

- Plan a Promotion Strategy** – From social media to signs and flyers, promoting your fundraiser is essential. 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! Designate a point person to be in charge of this!

- Prepare Website Customizations** – Several items can be customized specific to your school. The following can be sent to your MyBooster Expert: school logo and colors, [program description](#), [program video](#) and images, what you're raising funds for, financial goal, prizes, and more!

- 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. You can even create a theme for your event! [Click here for ideas!](#)

- Get Your Teachers Involved** – A successful fundraiser needs the support of your teachers. Encourage them to send out classroom communication and consider incentivizing them for the fundraising success of their class, such as offering a gift card to the teacher of the top class! 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: Schedule Next Year's Fundraiser** – Next year will be here before you know it! Talk with your MyBooster Expert about dates for next year, and then enjoy some rest after all your hard work!