



## BounceBack! Fundraising Tips

The **Bounce!** team wants your event to be a success. Please follow our tips for fundraising success to maximize your organization's earnings.

- Set realistic expectations.
- Set a fundraising goal for the event.
- Schedule the **BounceBack! Fundraising Event** at least one month before your event.
- Provide **Bounce!** with a list of email addresses for email marketing support.
- Personally deliver flyers to family and friends.
- Chat-up the event around town – “Word of Mouth” is powerful and it’s free.
- Ask and encourage family and friends to hand out flyers at work, meetings, church, etc...
- Send Press Releases to local newspapers, radio and television stations.
- Put up event posters as soon as your event is scheduled.
- Display posters at your meeting place and other community locations (with permission).
- Distribute flyers and posters to your supporters more than once and ahead of time, 1 to 2 weeks in advance works best.
- Remember email is a cost effective way to promote your event, send emails through your organization in conjunction with Bounce! email marketing support.
- Include your contact information in your email, just in case someone doesn’t receive a flyer/voucher.
- Be sure to instruct your guests to bring the voucher to the event so that your organization can receive credit for their attendance.
- Be sure to use verbiage from the flyers in any communications about the event. It should be clear that the event simply raises funds for your organization.
- Stuff flyers in newsletters and magazines already set to go out.
- Take advantage of any opportunity to announce your **BounceBack! Fundraising Event** to groups willing to support your cause.
- Communicate with the **Bounce!** manager regarding your group’s flyer/voucher distribution.