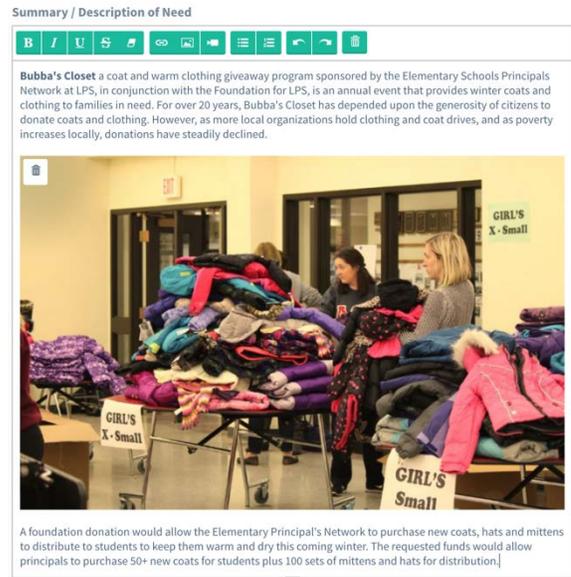


FoundationGIVE Teacher Social Media Marketing Guide

“Fund-A-Classroom” through the Student Excellence Foundation makes it easy to fundraise for additional resources in your classroom. But how do you not only maximize the exposure of your campaign, but help your campaign get funded? Review these helpful tips to make your campaign a success:

1. Campaign Set up

- ☑ Clearly describe what the funding will be used for and what the outcomes of this campaign will be. Potential donors want to make the most of their gifts and the more clearly you can demonstrate your need, the quicker your campaign will be funded.
- ☑ Use video or photos to help tell your story. You can upload as many photos as you’d like to your campaign page and share any video you post to [youtube](#) or [vimeo](#).
- ☑ Check with your foundation and building to see how you can work together to promote your campaign on their social media channels and websites.
- ☑ The most successful campaigns are from 6-8 weeks and have a plan for promotion ready before the campaign launches. It’s never too early to prepare your campaign updates!



2. Establish Your Social Media Presence

Crowdfunding works by sharing your need with an audience of people who are most likely to also care about your cause or initiative. Start with friends, parents, and community leaders you are already connected with on social media.

Increasing your social influence makes a huge difference on your success, as it directly impacts the number of people who see your project. It's easy to share the unique website URL for your campaign right from your campaign's landing page.

- ☑ Consider joining [Facebook](#), [Twitter](#) and [Instagram](#), if you are not already active on these platforms.
- ☑ If you are already active, make sure to share your campaign once you have launched.
- ☑ Stay in touch! Provide regular updates on progress to keep followers engaged.



3. Build a Network of Supporters

Having a small group of allies to increase awareness of your project will give you access to not only your circle of influence on the web, but also theirs.

- ☑ Establish what you need your allies to do: give, share, comment, like, and promote your campaign on social media. Popularize awareness of the issue as something they also care about.
- ☑ Email friends, family members, and work acquaintances explaining the project and what you are asking of them. Personalize the ask to each audience.
- ☑ Consider approaching local businesses or community leaders who would be willing to lend their audience or additional funding to your cause.
- ☑ Update your email signature and social media bios to include a link to your campaign.



It's easy to share your project right from your campaign landing page

4. Continue the Conversation

The work doesn't end when your campaign launches! Be ready to post updates to your campaign page. You can share these updates in social media. FoundationGIVE will also send your update via email to all current donors in your campaign.

- ☑ Reinforce the positive impact of funding your project.
- ☑ Share progress! Celebrate being half way to your goal or other milestones.
- ☑ Increase urgency with a strong call to action:
 - Give now to help our school.
 - Your support will help 30 kids get a better education.
 - Act now, our campaign will be over soon!

Suggested Posting Frequency

Facebook: 2-4 times / week for 2 weeks

Twitter: 4-6 times / week for 2 weeks

Instagram: 2-4 times / through campaign

Email: 1 time / week for 4 weeks

5. Success and Thank You

After your campaign is complete, your contact at the Foundation will help you get the money from your campaign.

Your donors will automatically receive donation receipts for tax purposes, but it's a good idea to thank them for their support. By posting an update after your campaign has been completed, all your donors will be alerted about the difference they have made in your classroom.

A simple thank you message will go a long way to help encourage donors to participate and fund campaigns in the future.



Questions? We are happy to help! Drop us a line: mike.kuhl@nelnet.net

Social Media Post Thought Starters:

I am raising \$[GOAL] for [PROJECT].

Help us reach our goal by sharing our campaign page and donating at [CAMPAIGN URL].

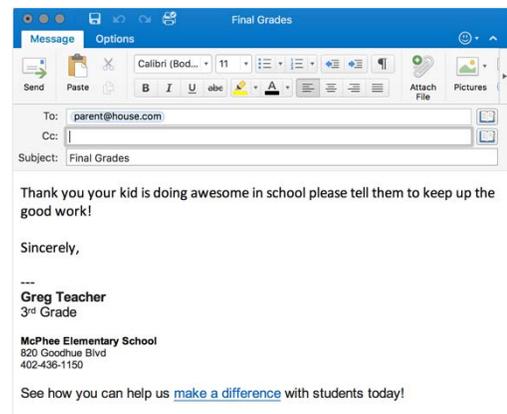
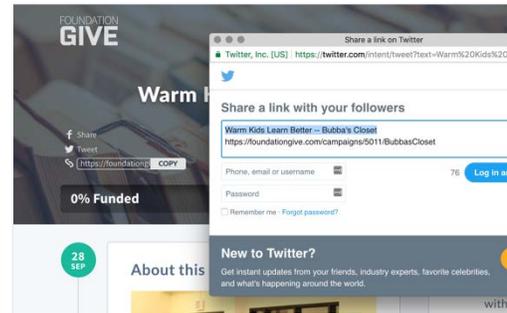
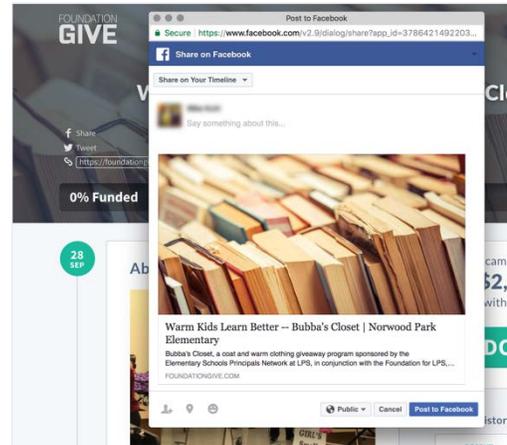
Fundraising update: We are making great progress on our goal to raise \$[GOAL] for [PROJECT]! We still need \$[AMOUNT LEFT] to reach our goal. If you haven't already, please share our campaign.

You can show your support by making a secure donation online at [CAMPAIGN URL].

We're nearing the end of our fundraising campaign! Donate today and help us get closer to our goal of \$[GOAL] for [PROJECT].

You can contribute at [CAMPAIGN URL]. Help us reach more donors by sharing this post on your own page. Let's bring our community together!

We've finished our campaign! Together, we raised \$[FINAL AMOUNT] to help pay for [PROJECT]. Thanks to everyone who shared, donated, and helped make this fundraiser a success!



Elements of a Successful Campaign

Arnold Families Thanksgiving Weekend Food Drive
Arnold Elementary

100% Funded
Total Donation Goal: **\$1,140**
\$1,140.25 Funded

Ended Tuesday, November 21st, 2017 at 9:40 PM

About this Campaign

Every year, Arnold Elementary School works hard to send home a large reusable grocery bag full of food with children who have qualified to participate in the Food Bank Back Pack program (Approximately 100 families). We believe this is very important because Thanksgiving is a 5 day break away from school and the back pack program does not run the week of Thanksgiving. Therefore, we want to provide food for Arnold families that are experiencing food insecurity.

Update - Nov 5th, 2017 at 6:12PM

Thanks to everyone who has already generously donated to our campaign. We are very appreciative! With 2 weeks to go, we are exactly 50% funded! Please consider sharing with friends and family. Several \$10 Donations would go a LONG way!

Donation History

NAME	AMOUNT
Casey Winkels	\$375
Anonymous	\$25
Anonymous	\$100
Anonymous	\$10
Anonymous	\$10
Mike Kuhl	\$25
Anonymous	\$25
Kathy Dometier	\$50
Diane Krajczek	\$25
Anonymous	\$200

Use these links to share your campaign on social media, email and other channels.

Write a headline that is descriptive and eye catching.

Choose a goal that feels like a stretch but is still attainable. \$1,000 and lower tend to be funded more quickly.

Write to your donors. 200 words or shorter is a good length.

Use an image or video to visually explain what your campaign is about.

Your campaign updates will appear down below your campaign description.

Campaign COPY (Example)

Each year kindergarten students walk from Elliott Elementary School to the Lincoln Children's Zoo. Last school year, as a community service gesture, fifth graders accompanied kindergarten students on their walk to the zoo. When the zoo trip had ended, fifth graders walked back to the zoo to provide kindergarten students a hand to hold on the return trip.

The partnership was lovely and so very helpful to kindergarten teachers. Your gifts will make it possible this year for fifth grade students to remain with kindergarten students for the duration of the zoo visit. Not only will the opportunity provide a rich service, leadership and community experience, but it would also enhance science and literacy connections for fifth grade students. The literacy connections will be especially strong in the final unit of the year, which is perfect timing for the partnering experience.

The cost for the experience is limited to the admission fee of \$8.95, for an estimated 55 students. There are no other funding sources available to us for this experience.