

Let's Get Planning!

Set your team up for success by planning like a pro.

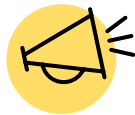


Plan ahead for big results

Schedule 10+ days in advance! Fundraisers who do so raise ~109% more than last minute events.

Monday or Tuesday starts at 6pm lead to the highest earnings.

Give sellers ample lead time to join and set up their Pop-Up® Store. Those who join 7+ days in advance raise ~35% more than last minute joiners!



Hype up your fundraiser

Announce your event at a team meeting or in your group chat.

Open the app to **show your team** how to set up a store in minutes.

Keep it fun! Celebrate every win and encourage your sellers with **participation and performance incentives**.

Send home a **customizable flyer** for parents with information about the fundraiser.



Share steps for seller success

Encourage sellers to **personalize** their **Pop-Up store** with a photo or short video.

Suggest everyone **shares why they are fundraising**. Supporters give more when they see the impact they make.

Use the **customizable social templates** for easy sharing.

Follow @DoADoubleGood for fundraising tips, updates, and easy ways to make fundraising simple, effective, and fun for your team.



Let's Get Fundraising!

Follow these tips to crush your fundraising goals.



Set goals and track progress

Create **daily milestones and challenges** to boost participation and keep sellers motivated.

Check the **leaderboard** to see who's on top and encourage those who need it.

Keep energy up by sending **virtual high-fives**.



Make it fun with incentives

Offer a variety of **individual and group incentives** for sellers to strive for.

Consider **gift cards** for top sellers and **pizza parties** for top teams.

Celebrate when groups **reach milestones** like 80% of the group joins or reaches \$500 raised.



Cast a wide net for supporters

Share store link via **text, social media, and email** in just a few clicks.

Encourage **sharing beyond friends & family**. We ship nationwide so text or email out-of-state contacts too.

Use the in-app QR code to capture **in person sales**.

You've got this!

