

Fundraising How-To Guide

Hello! We're excited that you're interested in hosting a **GIVE & Shake** Fundraiser with us! We love hosting these events at Atomic Burger and appreciate the opportunity to meet members of our community.

In order to ensure the event's success, we'll be providing you with some promotional materials you can use to spread the word. We know that parents are busy people, and so the more reminders you can offer, the better! Remember that the more attendees you're able to attract, the more money you'll raise.

SUGGESTED COMMUNICATION SCHEDULE

MONTH OF THE EVENT

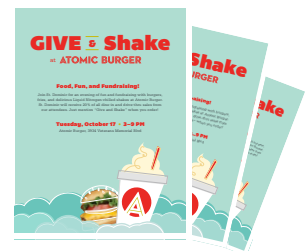
Put it on the Calendar

Add GIVE and Shake to any school calendars or newsletters. If you have an online event page, please add it there too.

ONE WEEK BEFORE THE EVENT

Post and Distribute Flyers

We will provide you with a flyer to print and post on bulletin boards throughout campus. We also recommend you send a flyer home with all students. Distribute it however you see fit.



Create a Facebook Event

Create a Public Facebook Event and invite members of the community.

Send Parent Email

Send an email to parents with details about the event. We will provide you with language and images [if your email system is able to incorporate pictures] you can use in this email.

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DAY OF THE EVENT

Distribute Stickers

We'll provide you with stickers for your students! They're fun, but they're also good day-of reminders. These can be distributed by classroom teachers, preferably at the end of the day [we want them to stay on!].



Place Yard Signs

We'll also provide you with yard signage to remind parents of the event. Please place these in high-traffic areas for student pickup, preferably before parents arrive in the morning. This will allow parents to make dinner plans in advance rather than forcing them to make a last-minute decision. Please alternate the various styles of signage, as pictured below. If placing signs in multiple locations, please ensure each location has at least one "Tonight at Atomic Burger" and one "Give & Shake Fundraiser" sign.



NOTE: Please remind attendees to mention the *GIVE & Shake Fundraiser* at time of purchase.

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