# **Reading Fundraiser Timeline**

Plan and launch your next reading fundraiser in just a few easy steps!

### **Pre-Event**

- Choose fundraiser theme
- Set fundraiser goal
- Create a fundraiser draft in Beanstack
- Spread the word internally (staff + PTO)
- Contact potential sponsors

- Publish fundraiser in Beanstack
- Email announcements to staff, parents, and sponsors
- Hang posters in school
- Distribute flyers to local businesses

- Post reminders on social media
- Send reminders to parents and sponsors

4+ Weeks Out

3 Weeks Out

details

2 Weeks Out

Finalize badge and prize

1 Week Out

2 Days Out

- Send flyers home with students
- Email reminders to staff, parents, and sponsors
- Announce fundraiser on social media



# **During Fundraiser**

- Email 'Kick-off' message and SMS to parents
- Principal's announcement
- Classroom announcements
- Post on social media

 Send 'Final Days' communications to staff, parents, and sponsors

 Include how much is left to achieve the goal Celebrate and share the final results!

Live

#### **Halfway Point**

1-2 Days Left

#### **Final Day**

1 Week Post Fundraiser

- Send 'Checkpoint' announcements (email and social media), including:
  - Amount raised to date
  - Amount of reading minutes logged
- Principal announcement sharing checkpoint information

 Send 'Last Chance' communications to staff and parents

## **Ready to Start Raising Money?**

Contact our team at <u>fundraisers@zoobean.com</u> to learn more about running a reading fundraiser at your school, public library, or school district.

