FUNDRAISING PROGRAM
PARTNER TOOL KIT

The MORE you promote,
the MORE you will raise!

Welcome to the Give & Grow Program!

We are so thrilled to have you on board.

The first and foremost key to success is sharing this program with your customers, donors/ parents, etc. The more people that know, the more people that will use your code!

We've put together a variety of tools to help you get donors for your group.

1. *Sample Email Copy* – to use as a starting point (or use it all!) for reaching out to your contacts for donations.

2. *Sample Copy for Social Media* – various samples of emails to use, and when. Use as much or as little as you want – feel free to personalize these and make them your own.

   Social Media has proven to be the most successful tool that our partners have used! People are online and, on their devices, more than ever!

3. *Social Media Tips* – leverage these tips to make social media work for you!

4. *Tools **Please visit the Tools Section of our Website to download what you need*** www.GreenHorizonsSod.com/GiveAndGRow
   - Tips & Tricks – *to help you get the most donations*
   - Frequently Asked Questions – *these can be found on the website to answer any questions you may have*
   - Social Media images – *a variety of images you can use to help promote your groups' code through Facebook & Instagram. Use the "copy area" of the post to provide your code!*

EMAIL TEMPLATES:

Use these at your discretion, tweak, update, make them personal, make them yours!

<<INTRODUCTION EMAIL TEMPLATE>>

Subject: Looking for your support to help <insert group name>

Hello friends,

We have an exciting new way for you to support *<insert your organization's name>* this growing season. We're partnering with BigYellowBag®, a local company that delivers high quality garden products in a neat, clean bag straight to your door. As we are all getting into the planning for our spring/summer gardens, BigYellowBag has offered to donate $10 to us for each bag purchased using our unique code below (this code is only valid for donations to come to our group). As an added bonus, YOU save $5 on your BigYellowBag purchase! So, if you're in need of soil or mulch to get your lawn and garden going this year, keep us in your thoughts.
<<include the coupon image we provided you here>>

<<FOLLOW-UP EMAIL TEMPLATE >>

Subject: Re: Looking for your support to help <insert group name>
Reply to previously sent email so the information is still there.

Hi again,

I just wanted to remind you about a great way that you can help <insert group name here> this gardening season – when you purchase a BigYellowBag® of soil or mulch.

As I mentioned before, if you need high-quality products for the garden, we suggest you consider using BigYellowBag because $10 from every bag purchased (using our code) comes right back to *<insert group name>*! Whether you're just starting a garden, working on the lawn, or needing to top up, please consider our partnership with BigYellowBag®. The best part is that you can get what you need, **AND** help out <insert group name here>.

<<re-include the coupon image we provided you here>>

SOCIAL MEDIA COPY TEMPLATES:

INTRODUCTION POST

Have you heard about our latest fundraiser?! We've teamed up with the **BigYellowBag® Give & Grow** Program so that you can donate to *<insert organization's name>* AND get quality garden products at the same time! **$10** from every bag of soil or mulch that is purchased using our unique code *<insert code here>* will come right back to us. It's easier than ever to support <insert group name here>. #giveandgrow
<<include the coupon image we provided you here>>

FOLLOW-UP POST

Are you doing any gardening this weekend? Keep <insert group name> in mind – because with every BigYellowBag® you order using this code *<insert code here>*, we get $10 donated back to us. The best part? They will deliver the bag right to your home! No lugging, no mess! #giveandgrow
<<include the coupon image we provided you here>>

FOLLOW-UP POST

This can be useful when the upcoming weather is looking great, and people might be out gardening. Or if you see a lot of posts on your own feed about people who are out doing work in their yard.

Hi Friends – I just wanted to remind you all about this great program we're participating in this year... BigYellowBag®'s Give and Grow Program! For every bag of soil or mulch that you buy, we get $10 donated back to us. Make sure you use our unique code *<insert code here>* in support of *<insert your organization's name>*! Thank you for your support! #giveandgrow
<<include the coupon image we provided you here>>

See a bunch of examples enclosed with ways you can make this work for you! Remember, stay true to your tone and voice when posting.

Tips for using Facebook & Instagram to promote the Give & Grow Program and how your customers/donors can help:

- Use an eye-catching image, something that will make your followers stop Choose which platforms best serve your organization – if you get more engagement through Facebook, then use that. If Instagram works for you, use that.

- scrolling – key words like SAVE, DONATE, etc, will help!

- Mention your unique code and the sale in as many posts as possible, even if you've posted about something before this could be the first time someone sees it. Tag us too – we will re-share and re-post!

- Plan posts around weather and potential other sales that are occurring for BigYellowBag. Your code can be stacked onto any existing sales, so if BigYellowBag is already running a $20 off promotion, your followers would save $20, plus the $5 = $25 total saving per bag. Note: Discount dates are sensitive, so if you are sharing this information please make it VERY clear when the larger discount runs out.

- ALWAYS post on all social media channels available, if your organization has an Instagram and a Facebook page, post on both as you may have a different demographic following on each, it will reach a wider audience.

- Post multiple times throughout the sale period, the more times you post the more people you reach and the more times your code is used. We ALWAYS see a surge or increase in sales, when a new post is shared.

- Post early and post often. Get the information out there early so your followers have it in the forefront of their mind when they start thinking of their gardens. Most people will start thinking about gardening late February/early March. The ideal time to target them is in February so you are out there before they even consider buying elsewhere.

- Don't flood your feed with the same post every time. You want to keep it current & relevant. Post regular stuff, and then post stuff about the program. Intersperse sale posts with other posts you are making.

- Make your online materials shareable.

- Bring live events to the digital sphere – "go live" and show them how their donation can help, or use a quick "live" segment to share the code and explain the program.