

Timeline

It is critical to publicize and promote your Titlewish event to the parents, PTA, your staff, and local newspapers. The greater the exposure, the greater the success!

TWO WEEKS BEFORE THE EVENT STARTS

- Send an email to the parents and staff at your school announcing your upcoming Titlewish fundraiser. Share your dollar goal, the dates your event will run, and what your plans are for the donations you receive.
- Make sure your potential donors know that every dollar raised will go to purchase needed materials for your school.
- Post the announcement on your library and school webpages.
- Reach out to your PTA and ask them to support your efforts and to make announcements at their meetings leading up to and throughout your fundraiser.

ONE WEEK BEFORE YOUR EVENT STARTS

- Send a press release to local newspapers about your fundraiser and ask them to publish this the day before your Titlewish event begins.
- Send an email to the parents and staff announcing that your Titlewish event will begin in only one week!
- Announce your upcoming Titlewish event on your library and school webpages.
- If you are sending home any printed materials about your Titlewish event, print those now and plan to send them home the day before your Titlewish event begins.
- Share information about your Titlewish event with local businesses and civic groups and ask for their support.
- Remind all potential donors that Follett Content will match 10% of every dollar raised.

THE DAY BEFORE YOUR EVENT STARTS

- Send an email to the parents and staff reminding them that your Titlewish event begins tomorrow and will only run for XX weeks. Include the URL link and remind them of your goal.
- Post this same reminder and URL link on your library and school webpages.
- If your school has automated phone communications, send a message about the Titlewish event and ask for support to meet your goal.
- If you have an electronic bulletin board at your school, announce, “Our Titlewish event begins tomorrow!”
- Ask teachers to remind their students about the Titlewish event.

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HALFWAY THROUGH YOUR EVENT

- Send an email to parents and staff to update them on the status of your Titlewish campaign and remind them there are only XX weeks left to donate.
- Thank everyone for their donations to date and request their continued support in reaching your goal so you can purchase materials that will benefit their children and the school.
- Post the same update and request on your library and school webpages.

WHEN YOUR EVENT HAS CONCLUDED

- Send an email to the parents and staff to thank them for their support and share the total amount that was raised.
- Share some details about what you will be purchasing with the funds that were raised. “We will be purchasing new science books to support our new science adoption.” / “We will be purchasing nonfiction books and eBooks.”
- Post the same thank-you communication on your library and school webpages.
- Remove the Titlewish link from your school and library webpages.
- Plan ahead for your next Titlewish event!