

# PROMOTE, PROMOTE, PROMOTE!



In *Field of Dreams* Kevin Costner is told “if you build it, he will come.” If only that were real life! Once you have your beautiful fundraising page and strategy built, you need to start promoting your campaign so they will come!

## TEAM SIERRA TIPS:

PEOPLE WHO  
SEND EMAILS RAISE  
UP TO 20 TIMES  
MORE.



**Email:** If there’s one thing you’re going to choose to do, it should be sending emails!

**Email Signature:** A simple way to remind people to donate and expand your network is to add a simple line in your email signature with a link to your fundraising page.

**Email Support:** If your family, friends, or coworkers send an email on your behalf, it can double your network and donations. Start with your family members, and send them a template letter to help get them started.

**Text Message:** Sending texts are a part of our daily routine. You can easily copy and paste your link, and send a text to ask for support!

**Snail Mail is Cool:** The old fashioned letter in the mail is having a comeback. With so many emails flying around, it’s fun to receive mail that isn’t a bill.

# DOING GOOD BY NATURE

**Social Media:** You can use all social media platforms to promote your fundraiser, but we suggest focusing your efforts on Facebook, as it's proven to have the best results.

- **Profile and cover photos:** use the graphics in your HQ.
- **Shareable graphics:** use the graphics provided in your HQ to post updates.
- **Selfies and Videos:** Update your followers on the status of your fundraiser with a personalized photo or message.
- **Use #TeamSierra and tag @SierraClub** so people know who the money benefits.
- **Create your own hashtag** so people can follow your progress.
- **Ask your donors to post.** They'll be prompted to post after making a donation, but an ask from you goes a long way. It will also encourage their followers to donate.
- **Set up auto-posting in your HQ** for when you receive a donation, update your goal, or update your page



DOING GOOD BY NATURE