

PROMOTIONAL TIPS



Share pictures of the project!

Pictures give volunteers a way to see themselves participating and help them get excited about what they might accomplish! Take before, during, and after pictures pictures. *Remember a team shot and capture volunteers in action!*



Make your ask simple, clear, and define what success will look like!

When volunteers see a simple way to make a difference, they are more likely to join! Post the project clearly, keep registration simple, and include all project details at registration (who, what, where, when, why).



Share the impact

Volunteers need to see that their participation matters. Explain why the project matters to the students, families, teachers, and the school.



Use Hashtags!

Use **#loveourschoolsday** hashtags to promote, network, and share pictures. More importantly, celebrate your volunteers! Highlight community partners who have contributed by tagging them and using the unifying hashtag along with your school and district hashtags.



Promote using multiple platforms and networks

Platforms

- School Website, or Blog
- Social Media
- School Newsletter
- School Events & Sport Games
- Email Video Invitation

Networks

- **PTO** or other **Parent Groups**
- **Local Churches**
- **Student Leadership Groups or Clubs**
**elementary, high school, college, student council*
- **Local Businesses** whose employees might volunteer or may donate project supplies
- **Civic Groups** or **City Employees**
- **Youth or Family Focused Nonprofits**
- **Foundations** may consider matching grants
- **Local Restaurants** often sponsor food and water