



Our Fundraiser

Delivers high value with little effort and helps build a sense of community

Top tips on how to spread the word for your first draw



Our Fundraiser - *spreading the word*

1. Lotto team

- *creating a lotto team is the single most important action you can take to ensure your school fundraises high values.*
- *staff, board of management and PA members can all join and propose great ideas on how to spread the word.*

2. Spot prizes for your first draw

- *spot prizes are great for encouraging new joiners for your first draw, you source a small number of spot prizes, and we will do the rest - we will update your website and promotional material, pick your winners and email you their contact details.*

'Experience' prizes work best

- *Have Friday night takeaway on us*
- *Family pass to cinema / bowling alley*
- *Carvery voucher for local hotel / pub*

3. Encourage 3 lines for €5

- *encourage 3 lines for €5 in all communications as it will make a huge difference to your fundraising values.*
- *over 50% of parents on average chose 3 lines for €5.*

We hope that the weekly option of 1 line for €2.50 will allow everybody to support us.

If you can contribute 3 lines for €5 it would be hugely appreciated, and you never know you might just win!



Our Fundraiser - *promotional material to print*

4. Promotional material to print

An A4 poster to be printed by the school and put up on noticeboards in local shops, churches, and banks.



File 2 in your email

An A3 poster to be printed by the school and put up on noticeboards in the high footfall areas of your school.



File 3 in your email

An A0 poster design ideal for school gates / railings. This can be printed by a local printer and usually costs circa €75 - €125 when printed on a corrugated board.



File 4 in your email



Our Fundraiser - promotional material to print

4. Promotional material to print

A Pull Up banner design ideal for school events e.g. school musical.

This can be printed by a local printer and usually costs circa €100 - €150.



File 5 in your email

A DL sized information leaflet to be sent home in school bags and used at school events.

This can be printed by a local printer and usually costs circa €75 - €125 for 500.



File 6 in your email





Our Fundraiser - examples of printed promotional material

4. Promotional material to print – visual examples

A0 poster



A3 poster



Pull Up banner



DL sized leaflet





Our Fundraiser – *electronic promotional material*

5. Promotional material to send electronically

An e-leaflet to be emailed to parents and posted on your social media.

Our Lady's Schools' Ballinteer Fundraiser Lotto

Your support makes a real difference
Jackpot increases every week plus a weekly winner prize

Play
Pick 4 numbers
The same numbers will be played for you each week

Pay
1 line for €2.50, 2 lines for €4
or 3 Lines for €5
Maximum 3 lines per person

Win
Match 4 numbers to win the Jackpot

To join and support us.
Scan the QR code or go to our website

<https://www.ourfundraiser.ie/org/olgsbns>

Powered by Our Fundraiser - fundraising made easy
For more information email info@ourfundraiser.ie

File 7 in your email

A WhatsApp message to be sent to parents, staff, class groups, and parent association groups.

Scoil Cholmcille Senior National School Fundraiser Lotto

<https://www.ourfundraiser.ie/org/scoilcholmcillesenior>

Exciting News! We are launching a new fundraising lotto. We hope that the weekly option of €2.50 per line will allow everybody to contribute. Please pass the word on and invite friends and family.

If you can contribute €5 for 3 lines, it would be hugely appreciated, and you never know you might just win.

Join now and support us. Thank you so much.

Niamh O'Hanlon, Principal
and the Parents' Association

File 8 in your email

QR Code – to include in all your communications / school newsletters to make it easy for supporters to join.

Example

SCAN ME

File 9 in your email



Our Fundraiser - *spreading the word*

6. School Videos

- a school video is excellent for engagement

[press Ctrl and click the box to view the video]



7. Make it bigger than just parents

- encourage sign ups on your big school days e.g. school musical, grand-parents day, graduation day, sports day*
- key team members to approach local business to sign up for 3 lines for €5 in return for a social media shout out*
 - 20 sign ups = €2,700 for the school per annum after costs and prizes*
- a social media campaign to the wider community*

8. Keep your school lotto in the headlines

- in every school newsletter give the lotto a shout out including the website link and QR code*
- make a fuss of your weekly winners*

See How on
Facebook

See How on
school website

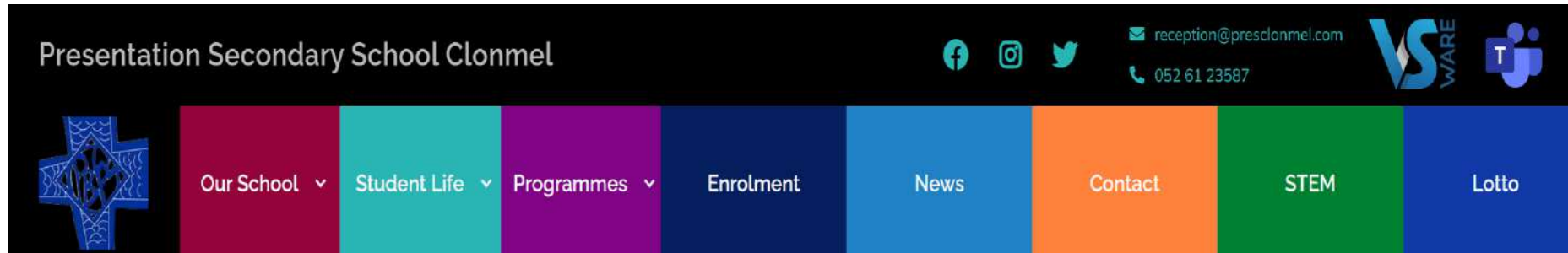


Our Fundraiser - spreading the word

9. Website Button on your school website

<https://www.ourfundraiser.ie/org/yourschool/>

- add a home page button so when the button is clicked it goes to your new fundraising website



10. Launch Period

- use your school software and social media to spread the word using countdown visuals



- a countdown is great for encouraging new joiners with messages at 2 weeks to go, 1 week to go, 2 days to go and on the night of the draw

Countdown visuals



Insight Reports

1. Dashboard Report
2. Members with a Live Ticket
3. Members who did not complete their joining journey



Our Fundraiser – *example timeline for spreading the word*

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