

#1Day100K Tool Kit

What is #1Day100K?

Held on March 3, PEF's #1Day100K is the annual online giving day that brings together the entire Palos Verdes Peninsula community – parents, students, teachers, staff, alumni, businesses, community members and friends – together to support PEF and all Palos Verdes public schools. The idea is to focus everyone on one task: raise as much money as possible in one day.

Mega Messages

We need your help to make #1Day100K a success! You are an integral part of this campaign, and so we encourage you to be an ambassador and help spread our messages which include:

- We recognize that we face unprecedented challenges together as a community and we are grateful for your commitment to our students at this critical time. Your donation will fund vital programs and positions that are essential to the success of our students whether they are learning online or in-person.
- It is a little known fact that PVPUSD is 3rd to last in Los Angeles County for the funds we receive from the state to educate each child. That means critical programs and teaching positions are in jeopardy of getting cut each year due to state budget shortfalls. This results in a multi-million dollar loss in funding each and every year.
- To help bridge the funding gap, we need the help of parents, alumni and community partners to donate to PEF and support important programs that are essential to our children's education.
- Every donation matters, no matter how small or large.



Donations to PEF support:

- Elementary Music
- Physical Education
- Library Aides
- STEM in 6th-12th Grades
- College and Career Centers
- Academic/Wellness Counselors
- High School Science Fair
- Senior Scholarships
- Teaching Positions

What Do I Do?

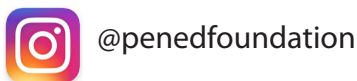
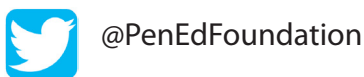
Help spread the word about #1Day100K at your child's school.

- Post on Social Media (see tips below).
- Recruit 3 or more friends to also post on social media.
- Email #1Day100K flyer to room parents at your school and ask them to send to the parents in their class.
- Make sure your school principal emails out information to all families. (PEF will send #1Day100K info to your school principal.)

Social Media Tips

Social media is a key part of #1Day100K communications. It's also one of the best ways to engage our donors and community, and to share PEF's mission and goals.

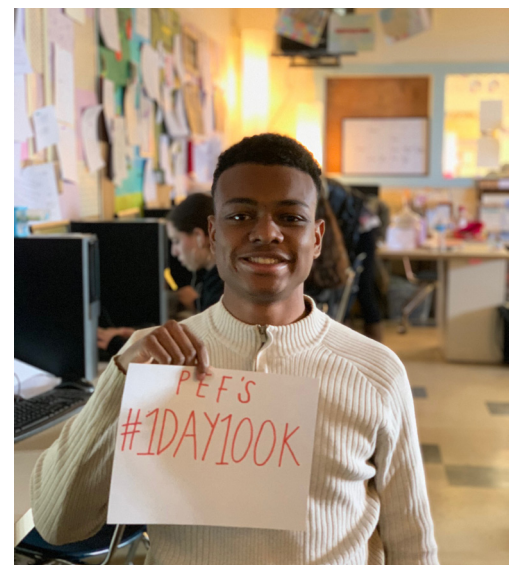
Remember to use the hashtag #1Day100K on social media when talking about this campaign. All you need to do is tag us in your post so we can share or retweet your messages. Be sure to also like any posts you see in order to increase reach and visibility about #1Day100K



Please also recruit 3 friends at your school who will join you in getting the word out through their social media.

Some examples of social media posts include:

- **Twitter:** "#1Day100K is on March 3. Stay tuned for (insert school's name) plans and how you can make a difference!"
- **Facebook:** "We're looking forward to March 3 - this year's #1Day100K. Stay tuned for (insert name of school) plans and share how you can make a difference this #1Day100K!"
- **Instagram:** "We're counting down the days until March 3 - #1Day100K. Stay tuned for (insert name of school) plans and share your favorite pics for how you are giving back! #1Day100K."



Timeline

Feb 26

- **PEF reps to announce on social media that #1Day100K is coming up next week; use logos and hashtags**
- **PEF reps to recruit 2-3 friends to help create #1Day100K excitement at your school (friends who are on social media frequently are ideal!)**
- #1Day100K fundraising site launched on Memberplanet
- PEF to send initial email to all school families to generate enthusiasm and to explain the fundraising campaign

March 1

- Principals send out email to school's families announcing and explaining the importance of #1Day100K
- PEF high school ambassadors to spread awareness about the 3rd via social media platforms
- **PEF reps (along with friends) continue posting on social media about #1Day100K to create momentum and excitement about working towards your specific school goal**

March 2

- Email to go out from school district/Dr. Cherniss
- PEF to send email outlining how to get involved in #1Day100K and ask for help in sharing the campaign and spreading awareness

March 3 - #1Day100K!

- **PEF reps (along with friends) to post on social media throughout the day and share the link to your school's fundraising thermometer; posting and tweeting pictures is encouraged! Be sure to like any posts that you see to increase engagement.**
- **Share stories and photos of how children are directly benefitting from PEF (i.e. any new or old pictures of your school librarian, PE teacher, music teachers, STEM programs, etc.)**
- PEF to send emails throughout the day encouraging people to donate and will push out the thermometer link
- Principals to email families an update on how school's goal is going and encourage families to donate
- Phonathon to take place in the evening; board members and other volunteers will be calling the community to ask them to donate



March 4

- PEF to send thank you email to the community, showcasing what we did together, and telling people how they can still help.

Remember to update your school community about how your school's campaign is going throughout the day, and use the buzz and momentum from the day to build excitement for our campaign!

