**Supplies**

* Lookbooks and/or parent letters
	+ Are the parent letters collated?
* Company Prize Program
	+ Boost 10 Prizes – make annoucement for drawing prizes on \_\_\_\_\_\_\_
	+ Pass out ZeeBeez & Plush Planets on \_\_\_\_\_\_\_
	+ Drawing Prize is \_\_\_\_\_\_\_

M**arketing – Before the Sale**

* Presale-Letter – send out with video advertising fundraiser – see sample letter.
* School marquee updated with fundraising information
* Record information on Robo Caller
* Social Media – post videos on school website, Facebook, Instagram, etc.
* Up to 1 week before start date, send out Teacher Letter with Teacher Incentive Flyer. Try to get teacher challenges going (i.e. class vs. class). Use a website like Faculty Frolics for ideas.

**Kick-off Day**

* Play Kick-off video provided below to students. (Long version is just over 6 minutes).
* Send Principal Letter home – make sure links are correct and the link for the short version of the Kick-off video is provided on email. Don’t forget to attach the parent letter.
* If lookbooks or parent letters are used for students on campus, make sure they are distributed.
* Make an announcement at the end of the day reminding students to talk to their parents about the sale and show them all the information provided.

**During The Sale**

* Pass out Boost10 prizes (if applicable). Done daily is preferred, but not required. Try to do this at least 3 times during the sale:
	+ Boost 10 – ZeeBeez & Plush Planet for 10 emails, plus a prize drawing for immediate action
* First five days of the sale play Connor Fields’ reminder video (available in the Consultant site).
* Last weekend before fundraiser end date, play “Last Chance Video” (available in the Consultant site).
* On the last day, notify all parents by email “Last Chance To Support School”
* After the sale is completed, play the “Transition to Boon Market” video feauring Connor Fields (available in the Consultant site).

**Video Links:**

**Principal Video:** <https://youtu.be/6nEa504LVxM>

**Kick-off Video with Prizes in Detail - Long Version (8 mins):** <https://www.youtube.com/watch?v=x-rk5kkVZrg&t=1s>

**Kick-off Video with Prizes - Short Version (2 mins):** <https://youtu.be/fDAEsThHdxs>

**Kick-off Video without Prizes (2 mins):** <https://youtu.be/PPofPftg1ZM>

**Login:** <https://myfundraiser.boonsupply.com/>