The world is revolving around the internet, especially [Facebook](). So why not utilize that to promote your fundraiser! Below are instructions and templates you can use to expand the reach of your fundraiser.

First… Assign a Social Media Volunteer to create these posts during your fundraiser. They should take the following steps to make sure to reach as many Participants and potential Supporters as possible.

1. These posts are designed to talk to both audiences: <u>Parents & Participants</u> and <u>Friends & Supporters</u> in the community.
   - Posts to <u>Parents & Participants</u> are designed to encourage them to first register their child as a Participant online and then spread the word about the sale (with a link to shop) on their personal Facebook pages. Once they register, they will have a unique Participant code to ensure their child gets the credit for every purchase made online.
     o Instructions on how to register their child as a Participant will be in the parent letter that goes home with the brochures.

   - Posts to <u>Friends & Supporters</u> are designed to ask friends within the community – *who may not be related to a child in your group* -- to help your group raise money by buying directly online and picking up their order at your group's delivery date/time. You will need to create a group-specific Participant code first and share that with the community to make sure those orders are included in YOUR group's sale. All orders placed using that group-specific Participant code will ship with the rest of your order on delivery day but they will not be connected to a student seller.

2. Create your group-specific Participant code so you can promote your sale to the general public.
   a. Go to **joecorbi.com** and click on LOGIN at the top right corner of the page
   b. Select "I AM A PARTICIPANT"
   c. Click "REGISTER NOW"
   d. It will ask: **Do you have an Organization Code?** Click "YES"
   e. Type in your Organization code (listed on parent letter or provided to you by your Rep), type in your group name in the Participant/First Name and in "Participant/Last Name" box type: "Our Group-Participant Code"

Participant/Student First name *	Participant/Student Last name *
MAIN STREET SCHOOL	OUR GROUP PART. CODE

   f. Complete the rest of this form with your group's city, state, and your email address and then create a password. Then Click the REGISTER button.
   g. A message will appear and then you will receive an email with your new GROUP-SPECIFIC Participant code.
   h. You will be able to login at any time using that **group-specific Participant code** to see how many orders are being placed directly by the community using this group-specific code.

Remember…
<u>*4-DIGIT Organization ID#*</u> - Used to create the 6-DIGIT Participant Code

<u>*Your 6-DIGIT Group-Specific Participant Code*</u> = orders are connected to your group ONLY (these orders will deliver with your main order and not show up on any individual seller's paperwork). You will get paperwork listing all orders that came in directly and are NOT connected to one of your sellers. All Supporters who order using this code need to know your delivery details so they can come to pick up at the same time your Seller's.
<u>*Seller's 6-DIGIT Participant Code*</u> = orders that are connected to each of your Seller's. All orders placed using this code will track to the Seller so they get the credit. Each Seller will collect all orders placed online using this code to deliver to those supporters.

3. Now you are ready to start customizing and creating posts to share on your Facebook page each day throughout your fundraiser. Customize the red info in each of these examples and then just cut, paste and post them on your group's Facebook page!

Day 1 –
==Audience: Parents & Participants== (know your group's $ goal and set quantity you want every family to order to reach that goal)
POST:

Attention Group name Parents!
Today we have kicked off a Joe Corbi's fundraiser. We are raising money for *(what you are raising money for)*. If every family purchases just *(QTY)* items we will reach our *($goal)*. Look for your brochure today.

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

Day 2 –
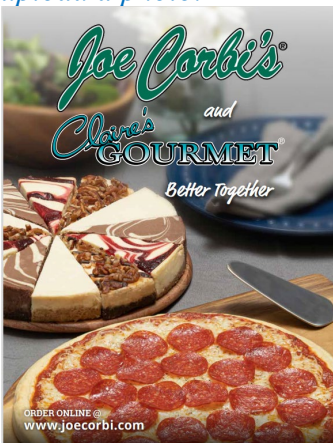==Audience: Parents & Participants== (you will need your group's 4 digit Organization code for this post)
POST:

Attention Parents of Group name!
Your Joe Corbi's fundraising packet should have come home by now. It's full of all the delicious products we are selling. Inside that packet is everything your student will need to help make this fundraiser a success. Did you know you can help us spread the word by registering your child online and sharing an online shopping link? It's as Easy as 1-2-3!
1. Go to **joecorbi.com** and LOGIN
2. Register your child as a PARTICIPANT (you will need our group's Organization code ####)
3. Once you have your child's Participant code you can share that code via email or on YOUR Facebook page!

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Day 3 –
POST:

Attention Friends and Neighbors in our community!
Did you know you can now order online to help support Group name? Shop now to get your favorite Joe Corbi's items delivered at NO CHARGE with our main order!
Just click the link below to start shopping and we'll let you know when you can pick up your order!
Please make sure to use this Participant code ###### so they know you're with us ☺
http://bit.ly/support-our-fundraiser

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

Day 4 –
Audience: Friends & Supporters in the Community (you will need your 6-digit Group-specific Participant code that you created earlier.)
POST:

Attention friends of Group name.
Joe Corbi's is known for their awesome Pizza Kits! Just grab a crust, add some sauce, cheese and your toppings – you'll have delicious homemade pizza in minutes!
Even if you don't have a child in Group Name you can still shop and support our fundraiser.
Shop now to get any Joe Corbi's items delivered at NO CHARGE with our main order!
Just click the link below to start shopping and we'll let you know when you can pick up your order!
Please make sure to use this Participant code ###### so they know you're with us ☺
Thanks in advance for your support!
http://bit.ly/support-our-fundraiser

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area..

Day 5 –
(you will need your group's 4 digit Organization code for this post)
POST:

Attention Group Name Parents!
Don't forget to check out your Joe Corbi's fundraising brochure. There's more than just pizza in there. For the first time ever, we've included Claire's Gourmet Desserts! Now you can purchase Pizza Kits, Claire's famous desserts… and cookie dough too!

Remember, you can also ask family and friends to shop online to help us reach our goal. If you haven't already, please take a minute to register your child with a Participant code so they get credit for these sales. It's Easy!
- Go to **joecorbi.com** and LOGIN
- Register your child as a PARTICIPANT (you will need our group's Organization code ####)
- Once you have your child's Participant code you can share that code via email or on YOUR Facebook page.

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo

Day 6 –
POST:

Attention Group name Parents!
Co-workers love Joe Corbi's!
In addition to family, friends and neighbors, you can also take your brochure to work. We hear a lot from folks who used to sell Joe Corbi's as kids and now they crave that authentic sauce and family-recipe cheese & spice mix. Collect one big order and you can deliver it right to work!
Each item purchased helps raise money for group name.

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Day 7
Audience: Friends & Supporters in the Community (you will need your 6-digit Group-specific Participant code that you created earlier.)
POST:

Attention friends of Group Name!

There is still time to get some delicious Joe Corbi's pizza kits!
Even if you don't have a child in Group Name you can still shop and support our fundraiser.

Shop now to get your order delivered at NO CHARGE with our main order!
Just click the link below to place your order and we'll let you know when you can pick up your order!
Please make sure to use this Participant code ###### so they know you're with us ☺
Thanks in advance for your support!
http://bit.ly/support-our-fundraiser

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

ONLY THREE DAYS LEFT!

Day 8 –
Audience: Parents & Participants (you will need your group's 4 digit Organization code for this post)
POST:

Attention Group name Parents…Hurry – we only have a couple days left!
If each family sells just *(QTY)* items we will reach our goal.

If you haven't already, please take a minute to register your child with a Participant code so they get credit for any online sales.
It's Easy!
- Go to joecorbi.com and LOGIN
- Register your child as a PARTICIPANT (you will need our group's Organization code ####)
- Once you have your child's Participant code you can share that code via email or on YOUR Facebook page. The website will give you instructions on how to share that shopping link with your child's unique Participant code.

Working together we can earn enough for *WHAT WE'RE RAISING MONEY FOR).*

Post a photo representing what you are raising money for. (Uniforms, Equipment, Playground equipment, etc)

Day 9 –
POST:

Attention Group Name Parents:
Today is the last day to get orders for our Joe Corbi Fundraiser. All order envelopes must be turned into Group Name tomorrow. We need everyone helping to reach our goal. Please complete your orders tonight and send in your order envelope tomorrow. Thanks for your help with making this fundraiser a success.

Right click on this image below and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

Day 10 –
POST:

Thank you everyone for participating in the Group Name Joe Corbi fundraiser. Because of your participation we are closer to reaching our goal!
We will post an update shortly with details on the date and time for you to pick up your order.

Right click on this image and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

4 DAYS PRIOR TO DELIVERY -
(Prepare to share your delivery date and scheduled pick-up time for Parents and those in the community who ordered through your Group-Specific 6-digit Participant code.) Be sure to share the specific location (such as "school cafeteria, etc.)
POST:

Thanks again for your support. The Group Name Joe Corbi's fundraiser delivery will be on:

DATE
PICK-UP TIME
ADDRESS (and location in building)

Right click on this image and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.

1 DAY PRIOR TO DELIVERY -
(Prepare to share your delivery date and scheduled pick-up time for Parents and those in the community who ordered through your Group-Specific 6-digit Participant code.) Be sure to share the specific location (such as "school cafeteria, etc.)
POST:

DON'T FORGET – OUR Joe Corbi's DELIVERY IS TOMORROW!

Thanks again for your support. The Group Name Joe Corbi's fundraiser delivery will be on:

DATE
PICK-UP TIME
ADDRESS (and location in building)

Right click on this image and then click on "Save as Picture". Save to your desktop. In Facebook go to the status section. Copy and paste the text above into the status area. Click on Photo/Video and then click on upload a photo.