



POLAR ENGRAVING

BRICK AND TILE ENGRAVERS SINCE 1998

~Simply The Best!

10 Tips to Get the Word Out About Your Project

- 1) Send a press release explaining your fundraising/memorial story to local newspapers along with how to contact your organization.
- 2) Send a PSA (Public Service Announcement) to your local radio station.
- 3) Brochures (we can design your brochure for free along with your free donor website)
- 4) Flyers; hand them out in person or post them in public places.
- 5) Set up an exhibition table at different community events with a display using your engraved sample, order forms, brochures and eye-catching balloons, they are a great way to bring attention to your table.
- 6) Blog, Blog, Blog and Blog again just to be sure!
- 7) Social Media sites such as Facebook, Twitter, LinkedIn, Instagram etc...
- 8) Linking your free Polar Engraving donor website everywhere.
- 9) Reach out to local vendors and businesses, ask if they can display your order forms for your fundraiser.
- 10) Telemarketing; charitable organizations are not under the same restrictions as for-profit telemarketers. Check with the FCC for appropriate calling times and updates.

BONUS TIP: Keep an up-to-date mailing list and make sure your donors are kept abreast to all that is happening with your campaign. Mailing list; mail and email your contacts and inform them of your fundraising efforts. There are several email programs out there that can help such as constant contact, mail chimp or benchmark email marketing.

For additional help and questions please feel free to call one of our marketing specialists at:

1-800-546-7993

or send us an email to:

info@polarengraving.com