



ROCKET FUND

Fundraising Guide

Here's a schedule to help you launch your campaign...

Week 0: Get ready to go!

1. **Create your team** (e.g. Headteacher, Receptionist, PTA, Governor, your Students)
2. Contact your **personal networks**: tell your friends, family and colleagues
3. **Invite businesses to match fund** - Find out if your school has links to local businesses and ask if they would donate or match what you raise

Week 1: Launch!

Share your project with everyone you know:

1. Your **personal network** - via WhatsApp, Facebook, Twitter and email
2. Your **school's network**
 - A. At school (assembly, posters, totaliser on school noticeboard)
 - B. Online (Twitter, Facebook, website, email/letter, newsletter)
 - C. Ask the PTA and Governors to spread the word
3. Local **newspaper** - ask them to write an article about your project

Week 2: Share with your extended network!

1. **Alumni** (via individuals, groups on Facebook/LinkedIn and your school's contacts)
2. **Businesses** - ask parents / governors to share your project around their offices
3. School **suppliers** - ask them to donate and share
4. Local **community** (e.g. church groups) - ask them to donate and share

Week 3: Give updates!

1. In **school**: in assembly and on your totaliser
2. **Online** (via your Rocket Fund dashboard, Facebook, Twitter, email and website)
3. Try holding a **fundraising event** (e.g. cake sale / film screening / sponsored swim)

Week 4: Final countdown!

Send reminders:

1. Ask everyone at least **twice** (they'll probably forget the first time!)
2. Ask people to donate, then **share** with their networks too.

