

HOW SCHOOLS CAN FUNDRAISE EFFECTIVELY WITH ONLINE RAFFLES: OAK PARK CASE STUDY

Oak Park Safe Grad 2017

COURSE OF ACTION:



**1. SEND
EMAILS**



**2. POST TO
SOCIAL MEDIA**



**3. MAKE LINK
ACCESSIBLE**

WHO?

Students, Parents, and
Community Supporters



WHAT?

Purpose, Goal, Rules, Purchase, Share!



WHEN?

Raffle is Live, Pot Grows,
Approaching Deadline, Draw



WHERE?

Facebook, Twitter, Instagram, Website



HOW?

Post It, Pin It, Event Page,
Cover Photo, #Hashtag, and More!



YOU DON'T HAVE TO WORK EXTRA HARD TO RAISE EXTRA FUNDS



We launched our raffle online, shared the link with our parent council and grads, who shared it with their social networks... and within the first month of our fundraising campaign, it surpassed our expectations based on programs we'd used previous years! We sold over \$6000 worth of tickets with very little effort.



- Erin, Beyko, Oak Park H.S.

January 15th, 2017 – February 15th, 2017:

POT SIZE REACHED \$6,265.00

TOTAL POT SIZE: \$9,315