



STEPS TO A “POWER HOUR” SUCCESS

This simple yet highly effective fundraising technique is used to put fundraisers into high gear from the moment you say “GO”!

Your mindset is key to a **CAN DO, WILL DO** attitude. Let’s make it contagious, to get your chapter members amped up. This should be a high-energy, team-building event!

- Make it a mandatory meeting in person or via zoom, all participants are required to attend. (If you can’t get everyone at the same time then select 2 times to make sure EVERYONE is participating)
- Bring with them 2 essential things: a mobile phone, phone numbers of 5 to 10+ close friends and family that live **anywhere** in the U.S.
- Think of this as a mini telethon done by texting and following up with a phone call. The key to its effectiveness is in the sense of urgency, level of excitement, and command of the room the leader/director conveys.
- Parents play an important role too, they should be the first to donate and ready to share their child’s link on social media and text it to their co-workers.

Follow these steps and guidelines and YOU, like thousands of others will raise the funds you need during your POWER HOUR!

IMPORTANT INFORMATION:

1. Your leadership, and enthusiasm is critical to your success. Become a participant and share the fundraiser with YOUR family and friends.
2. In the first 10 minutes’ walk around and check to make certain everyone has their link set up and is sharing via text message with their friends and family.
3. You as the leader of the fundraiser can see all the participants and donations as they come in.
4. Be enthusiastic and encouraging they need to KNOW this is an ALL-IN fundraiser & MUST GET IT DONE! Remember to hold each player accountable for the number they need to reach of 2 contributions for the **FREE FUN SOCKS**.
***Some throw out candy as their donations come in, others will provide pizza for each person who reaches their goal Use a strategy that works for your team! 😊*
5. Every 10 to 15 minutes give shout-outs and praise to those getting it done
6. At the end of the time congratulate everyone for their efforts and if anyone has not reached their goal let them know that they are still responsible to get it done. Let the parents know if there is more work to be done so they can support their child.

TIPS TO START THE POWER HOUR:

“Today we are going to launch our fundraiser and we are going to take a full hour to raise as much of our \$XXXXX goal as we can, everyone must do their part! Each of you needs a minimum of 2 contributions in this hour and you will earn a FREE pair of socks. Everything is online so this should be super easy for you all. The best part is that we are providing our supporters a product they are going to love because of its tremendous value, supporters receive \$100 Travel Voucher to use when they book their hotel stays, and access a full year of

savings at over 450,000 products and service retailers nationwide...**this means you can share this to anyone**, regardless of where they live. You all have the script to share that was provided to you if you need help just ask, we are here to support you and make sure you reach your goal!"

"If you haven't already set up your own campaign link...the link is what you will be texting your family and friends... to be clear friends of your family that are adults that care about you and perhaps like saving money. Please follow these instructions":

Using our Quick Join Code

- Use the Quick Join code(the one in the email sent to players & parents)
- Participants text this code to the designated phone number **(435) 222-2040**
- Click on *I NEED AN ACCOUNT*
- Participants fill out their information to create a personal account
- Join the Fundraiser and their campaign is ready to go!
- **IMPORTANT BE SURE TO:** Text your fundraiser link back to yourself so when you text it out to your family & friends, they see it is coming from you!

Texting: Text your special link to 5 to 10+ phone numbers, asking for their support.

Example "Hi Aunt Joan this is Bobby, we are having a competition to see who can get the most support for our fundraiser, can you please help me out? The next text you receive is the Fundraiser link please take 1 minute and support me! Thanks, you will LOVE what you get it will help you save a ton of money! (NEXT TEXT IS YOUR INDIVIDUAL CAMPAIGN LINK).

"Now that everyone has their dedicated link set up let's get this fundraiser started! I expect each of you to contact via text and or social media for the next hour to everyone on your lists, your first supporter should be your parents, if they haven't already donated get them to do so now, then ask them to share your link with their coworkers, post on social media...tell them that you need their help to reach or exceed your goal!" From the campaign dashboard, parents can click on Facebook & Twitter buttons then share their child's link with EVERYONE!"

The leader will announce throughout the hour who has sold how many...where they are in reaching their goal. This will keep the fundraiser exciting, and their competitive spirit engaged!!!

FOLLOW THESE STEPS AND YOU WILL HAVE A SUCCESSFUL POWER HOUR!