

2-Week School Fundraiser Promo Calendar

Copy-and-paste timeline to launch, remind, and finish strong.

How to use (3 steps):

1. Add your **goal, deadline, and link/QR**.
 2. Assign an **owner** for each task (Coordinator, Teacher, Student Captain).
 3. Schedule emails/posts now so nothing slips.
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Quick tips:

- Minimum touchpoints: **4 emails, 5 social posts, 3 teacher texts, 3 PA reads**
 - Use the **“5 in 5”** share sprint (families share with 5 supporters in 5 minutes)
 - Track with the built-in **Goal & Progress** box
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Goal & Progress box (small panel)

- **Goal:** \$_____ for _____
 - **Deadline:** ____ / ____ / ____
 - **Link/QR:** _____
 - **Today's progress:** \$_____ • Orders: _____
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Calendar template (Sheet columns)

Columns: Date • Day • Channel • Message/Script • Link/Asset • Owner • Status • Notes

Pre-filled calendar rows (paste into the Sheet)

Week 0 (Prep)

- — | Prep | Planning | Set goal, deadline, link/QR. Download graphics & flyer. Build list. Create thermometer. | Assets folder | Coordinator | □ | 30–45 min

Week 1

- **Day 1 | Mon | Email | Launch email:** “We’re live! Help [School] reach [Goal] by [Deadline].” | Email template #1 | Coordinator | □ | Send 8–10 AM
- **Day 1 | Mon | Social FB/IG | Launch post + graphic/QR | Social caption:** Launch | Coordinator | □ | Tag PTO/boosters

- **Day 1 | Mon | PA | 30–45 sec kickoff script** | PA script | Office/Principal | ☐ | Morning announcements
 - **Day 3 | Wed | Social FB/IG | Mid-week reminder | Social caption:** Reminder | Coordinator | ☐ | Post after school
 - **Day 3 | Wed | Teacher Text | “Quick reminder—order/share here: [Link]”** | Text script | Teacher Leads | ☐ | Keep it short
 - **Day 5 | Fri | Social FB/IG | Progress update + mini-challenge | Social caption:** Progress | Coordinator | ☐ | Include \$/orders
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Week 2

- **Day 8 | Mon | Email | “Halfway there—help us finish strong!” | Email template:** Mid-campaign | Coordinator | ☐ | 8–10 AM
 - **Day 8 | Mon | Social FB/IG | Leaderboard/thermometer update** | Graphic + caption | Coordinator | ☐ | Shout-outs
 - **Day 11 | Thu | Email | 48-hour push: “Two days left to support”** | Email template: 48-Hour | Coordinator | ☐ | Urgency + link
 - **Day 11 | Thu | Teacher Text | “48 hrs left—please share the link!”** | Text script | Teacher Leads | ☐ | Afternoon
 - **Day 14 | Final Day | Email | Last-day email + thank-you teaser** | Email template: Last Day | Coordinator | ☐ | Morning
 - **Day 14 | Final Day | Social FB/IG | “Closes tonight at [time]—thank you!”** | Social caption: Last Day | Coordinator | ☐ | Pin post
 - **Day 15 | Next Day | Social/Email | Results + pickup info | Thank-you template** | Coordinator | ☐ | Link to Delivery Guide
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Built-in scripts (place on Page 2 or a second tab)

Teacher/Remind (copy-ready):

- Launch: “Our fundraiser is live! Families can order here: **[Link]** — please share with 5 supporters. Thanks!”
- Midweek: “Quick reminder to support: **[Link]** — every order helps our class.”
- 48-Hour: “Two days left! Please share **[Link]**—we’re close to our goal.”

- Last Day: “Final day to support! **[Link]** Thank you!”
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PA (30–45 sec):

“Good morning, **[School]**! Our fundraiser is live to support **[purpose]**. Families can order at **[Link]** or scan the QR on our flyers. Share with five supporters this week—every order helps! The deadline is **[Deadline]**. Let’s hit our goal of **[Goal]** together!”

Made for busy coordinators by Midland Fundraising — free online store, digital flyers, and pre-sorted delivery included.

Need help? Start Your Fundraiser and a coach will set this up for you.

www.midlandfundraising.com