

# Get the Word Out about Your “God Smiled” Fundraiser!

Here are some suggestions – *in her own words* –  
from a preschool director who is having great success getting orders!

## Share the Excitement Yourself!

How we are getting people enthused? I am excited about this product and there you go! I have been talking this up to everyone I see. **Often using terms like... “something new and different”; “something personalized” ; “a keepsake item”; “a Christian based book”; “a great Christmas gift; etc.**

## Share the Excitement with a Display!

I have the sample books on the sign-in tables during preschool hours. I noticed today several parents dropping off their kids and then going back to the table and picking up the books and reading them from front to back cover.

## Share the Excitement with Email!

I have also sent out reminder emails to my parents periodically to let them know that this is their chance to order **ONLINE...no money collected; telling them that this fundraiser is easy to pass on to friends and family members** to use for other children that are not in our program - to help them see beyond their own child.

## Ask Parents to Share the Excitement with Others!

I realized I needed to push the idea to share the website with others and not just the book for your child idea. Then, they can see beyond their own purchases to sharing the (web) address with others.

## **Share the Excitement with Sunday School...**

I put flyers on colorful paper out to the Sunday School classes at church to share our fundraiser.

## ...and Church Families!

...and I put the sample books out in the lobby areas of the church with a little sign taped on each book cover that this is a sample of the Preschool fundraiser.

**...and** we have asked a different parent to stand up at each of the Sunday morning services to show the book to the congregation, tell them about their chance to order a personalized item, and ask them to keep this in mind for a great Christmas gift. (This way when they see the signs around the building if they were in the church services, they now recognize correlate the signs they are seeing to the book that was mentioned in the services).

## **Simply put...**

we are sharing our excitement about the book  
with anyone we come in contact with!