



The KidGooRoo Fundraiser Marketing Schedule

Participation is directly tied to engagement and exposure. To ensure maximum participation, follow this marketing plan.

WEEK 1	Post on PTO/PTA & School Website	Take Home Flyer #1	Email from School #1	Facebook Post #1	Email from Class Parent #1	Facebook Post #2	Email from School #2	Take Home Flyer #2	Email from School #3	Facebook Post #3	Email from Class Parent #2	Last Call Email from School
MONDAY	●	●	●									
TUESDAY				●								
WEDNESDAY					●							
THURSDAY						●						
FRIDAY							●					
WEEK 2												
MONDAY								●				
TUESDAY									●			
WEDNESDAY										●		
THURSDAY											●	
FRIDAY												●

BANNER ON SCHOOL & PTO/PTA WEBSITE

It is also important to have a presence on your school website and your PTO/PTA website. Please ask your webmaster to post the promotional banner for the duration of the fundraiser. If you need technical assistance, please contact Jonathan Weiss at 732.275.5302.

SCHOOL & PTO/PTA EMAIL BLASTS & NEWSLETTERS

And don't forget to mention the fundraiser in any email and newsletter correspondence to parents.

**To be eligible for the Chromebook Giveaway, your school must have a minimum of 100 reviews.*