

Tips on How to Promote your Hospitality Services Fundraising Opportunity

- 1) Start your promotions early! Start with teasers 2-3 weeks before the event, and be sure to change up the messaging when you post on social media.
 - 2) Create a poster. Hospitality Services can display your poster in your location area prior to the event. Be sure to include:
 - Date, time & location of event
 - What the fundraiser is for
 - What meal item they have to purchase in order for you to raise funds
 - 3) Make your event a social event, the place to be. Invite your friends, teachers, even family if they're in town:
 - If you have group t-shirts, wear them.
 - What colours are your logo? Wear matching clothes.
 - Bring a roll-up banner/posters
 - Have some flyers to hand out that talk about what you're raising money for
 - Talk to people! Go up to people in line, tell them why you're at the location and talk up the meal item that you need them to purchase
 - 4) Increase your reach! Have each member of your group talk about the event on their social media. It's great to post the event on your groups Facebook/Twitter/Instagram account, but everyone in the group should share that post too!
 - 5) Do you have a mailing list? Each time you hold an event, or speak with someone who is interested in your cause, ask them if they would like to join your email mailing list. You can then send out an invite to your fundraising date!
 - 6) Create a draw to the event. If possible, you could hold a raffle for the people who have purchased your meal item for goodies that you have had donated by local businesses.
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- 7) Post on social media multiple times during your event. Pictures of the meal item and the location are encouraged.
- Tag Hospitality Services on: Instagram, Facebook or Twitter: @queensfood
 - Hashtag: #queensfood