

Promoting Excitement!



Spreading awareness and encouraging participation within your office

Setting a **FUNdraising goal** for your office is exciting!

People enjoy camaraderie and competition for a good cause. Use different methods to keep your office interested in fundraising events. Here are a couple of guidelines to keep everyone on board with the office goals.

Keep It Fun

Having a thermometer or tally posted in the office is a great way to keep everyone in the know on donations raised through the year. We love this fun thermometer that the Perimeter East office had posted in 2017! (see photo, right)

The Newnan office breaks up all the agents on their roster into different teams, each led by a different ALC member. Then they compete to be the winning team in raising money for Kares 4 Kids. They all come together for a social / fundraiser and combined all their fundraising into one big sponsorship for the following year! (see photo below)

Keep It Simple

If you are planning an office fundraiser where tickets need to be purchased, make sure everyone has the link to purchase tickets in an easy-to-read email, or on a one-page flyer. The easier it is to participate, the more participation you will have.

Keep It Short

Don't drag out your solicitation for too long. If you are having an event in August, don't start selling tickets in March. Let people know that tickets will be sold for a brief length of time (2-3 weeks) to instill a sense of urgency.

Keep It Positive

Keeping a positive attitude is important, regardless of how many people participate. Your message will always be better received if those who donate feel appreciated. Every donation makes a difference, not matter how small.

Communicate

Network through the year with your fellow Ambassadors from other Keller Williams Atlanta Partners offices. What events are they working on? Can you help cross-promote? The bigger the event, the more people will want to attend! Send any event flyers, web links, or other event information to Marci, and she will share it with all of the ambassadors. marcifair@gmail.com

*How have you been promoting excitement in your office?
We would love to hear your stories!*

