

LOCK UP SAFETY: FUNDRAISING TIPSHEET

- 1. ASSEMBLE A TEAM:** Find other parents and volunteers who are passionate about improving school security and educate everyone on the Code Red Guard system your school is installing.
- 2. SET SPECIFIC GOALS:** Determine your fundraising objectives and let everyone know how many doors need sponsors for Code Red Guard door locks and window slides.
- 3. CUSTOMIZE YOUR APPROACH:** Tailor your campaign to fit your school's needs. Consider different strategies, such as going through the PTO/PTA at each school, partnering with school sports, speaking at local civic clubs and your chamber of commerce about Code Red Guard and door sponsorships, hosting a breakfast for business and industry leaders to showcase Code Red Guard and door sponsorships, and talking with your local hospital and first responders about helping spread the word.
- 4. ENCOURAGE PARENT INVOLVEMENT:** Engage parents directly by calling them or sending personalized emails explaining the fundraising campaign and its benefits.
- 5. LEVERAGE SOCIAL MEDIA:** Use social media to spread the word about the Lock Up Safety campaign. Share the graphics and social media posts in this toolkit on your social channels.
- 7. PARTNER WITH LOCAL BUSINESSES:** Reach out to local businesses and industry in your area for door sponsorships.
- 8. OFFER RECOGNITION:** Consider acknowledge donors and sponsors by displaying their names or dedicating doors in their honor or in honor of one of their loved ones.
- 9. PROVIDE REGULAR UPDATES:** Keep your supporters informed about your progress. Regularly update them on the funds raised and how close you are to achieving your goals.
- 10. SHARE YOUR SUCCESSES.** When you have reached your goal, make sure to inform your supporters so they can share in this success—and more importantly, rest easier, knowing a door-locking system will soon be installed in your school.