



Pro Tips To Spread The Word

Practical ideas to activate your network
and get more supporters involved.



Raise more. Do less.



PRO TIPS TO SPREAD THE WORD

Practical ideas to activate your network and get more supporters involved.



1 Email Templates & Messaging Ideas

Keep it short and engaging! Share a 2-minute pitch from a teacher, coach, or a community leader.



2 WhatsApp & Group Chat Nudges

Parent chats are powerful. Use a simple message like:

"We're fundraising with Swoodle! Just shop with savings and our club earns."



3 Facebook Groups & Community Forums

Share updates and links in local community pages, club groups, and notice boards.



4 Game Day or School/Community Event Promos

Share updates and links in local community pages, club groups, and notice boards.



5 Club & Orientation Days

Set up a Swoodle info table with signage like:

"Help up raise \$5,000 and benefit from 1000's of deals and savings"

6 Email Templates & Messaging Ideas



Fundraiser Launch Emails

Send tailored versions to familiar audiences, such as current members and parents, and unfamiliar audiences, such as extended networks and the local community.



Email Updates & Thank Yous

Share success stories, thank supporters, and remind them there is still time to get involved.



Merchant Outreach Emails

Announce your upcoming fundraiser and invite local businesses to participate.



Private Thank You Emails

Send personalised messages to subscribers and key supporters.



Ongoing Updates

Keep your community informed with regular progress and impact updates.

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PRO TIPS FOR SPORTING CLUBS

Practical ways to engage your members, activate your community, and grow support for your club.



Weekly Team Emails or Match Wrap-Ups

Add a short message at the end of your club emails:

"Support our club while you shop – sign up to Swoodle and help us hit our fundraising goal, benefiting from super offers and savings"



Game Day Activation

Set up a table or tent with Swoodle flyers, QR codes, and a quick demo. Use signage like: "Help us fund new gear – shop and save, and Swoodle does the rest."



Coaches' Corner or Captain's Message

Encourage team leaders to mention Swoodle in post game or 'anytime' talks or training sessions.



Club Newsletter or Fixture Sheet

Include a recurring blurb or banner that reminds supporters:

"Support [Club Name] every time you shop through Swoodle – it's that easy!"



Club Social Media

Post reminders using eye-catching banners, reels, or short videos. Tip: Feature real club members using the app!



Facebook Groups & Community Forums

Include a flyer or postcard in your player welcome packs, rego day materials, or merch bags.



Parent Sideline Chats

Word of mouth works! Ask team managers or volunteers to mention it casually to parents and supporters during games.

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PRO TIPS FOR SCHOOLS

Practical ways to engage families, rally your school community, and grow support for your fundraiser.

SWOODLE



School Newsletters or Weekly Bulletins

Add a short blurb at the end of your school's newsletters:

"Support [School Name] every time you shop and save – sign up to Swoodle and help us reach our fundraising goals effortlessly!"



Classroom or Year Level Communication

Teachers can include a short mention in class updates or parent emails.

"We're raising funds for [cause – e.g., playground upgrades]. Sign up to Swoodle – it's simple. Benefit from 1000's of deals and savings"



School Social Media

Post reminders using colourful banners, reels, or short videos on your school's social pages. Tip: Showcase students, parents or teachers using Swoodle!



School Events & Assemblies

Set up a table or pop-up at school events like open days, fetes or assemblies. Use flyers, QR codes and a simple explainer.

Signage example: *"Support [School Name] when you shop and save – Swoodle turns everyday spending into fundraising wins!"*



Parent WhatsApp or Facebook Groups

Have class reps or P&C post a quick reminder with a signup link:

"Hey all, don't forget to register for Swoodle – it's the easiest way to support [School Name] with offers and savings for you."



School Gate or Drop-off Chats

Encourage casual word-of-mouth through P&C members, parent volunteers, or class reps during pick-up times.



Enrolment Packs & Notes Home

Include a flyer or postcard in student welcome packs, excursion permission slips, or term notes.



Digital Screens & Noticeboards

Display a rotating Swoodle message on digital signage or noticeboards:

"Help fund our library upgrade – shop and save, and Swoodle does the rest."

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PRO TIPS FOR COMMUNITIES

Practical ways to engage your community and inspire more people to support your cause.



Member Newsletters or Bulletins

Add a section in your regular updates:

"Support [Organisation Name] simply by shopping through Swoodle – benefit from 1000's of deals and savings"



Email Campaigns

Use storytelling to show how small actions add up. Tailor your messages for: Current Members & Donors (familiar) & Local Community or General Supporters (unfamiliar).



Community Noticeboards & Local Groups

Post flyers, QR codes, or short blurbs in libraries, cafés, or community centres. Also share on local Facebook groups and forums.



Community Website or Blog

Add a permanent section or pop-up promoting Swoodle with a link or QR code.



Volunteer Briefings & Meetings

Ask volunteers to help spread the word during events or when chatting with locals. Equip them with a simple script and flyers.



Local Media & Radio

Pitch a short community interest story to local newspapers or stations about how your fundraising in a fresh, digital way.



Local Events & Fundraisers

Host a Swoodle info booth at your next event, open day, or fete.

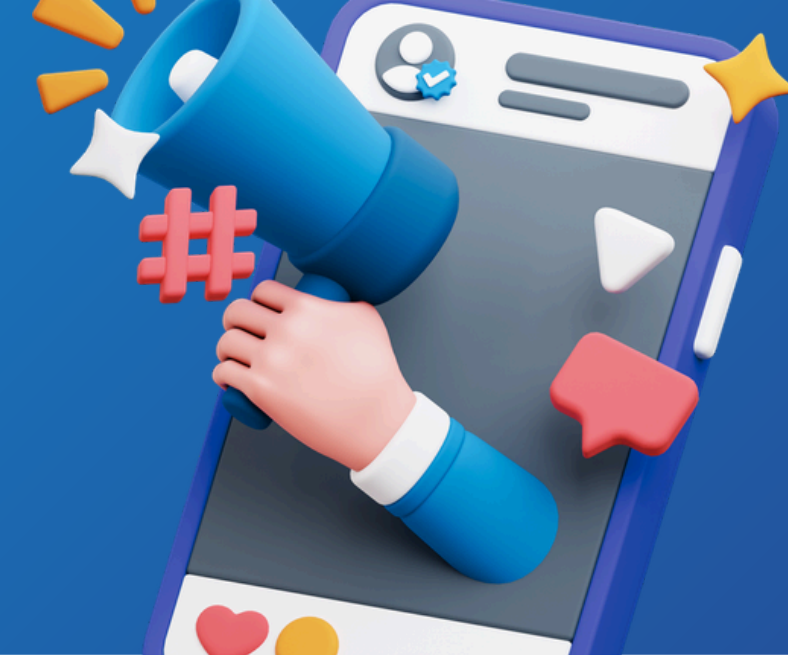
Use signage like: *"No cash? No problem. Join Swoodle. Shop and save and support us effortlessly."*

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FUNDRAISING MARKETING KIT

We've made it easy to spread the word and get your community involved.



SWOODLE

Available Marketing Download



Postcards

Print and hand out to share your fundraiser wherever you go.



Social Media Banners

Eye-catching graphics designed for your social channels.



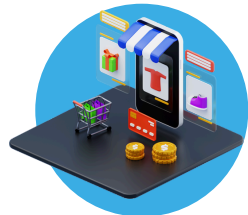
QR Codes

Easy-to-scan codes that link supporters straight to your Swoodle page.



Pull up Banners

High-impact banners perfect for events and venues.



A1, A2, A3, A4 Posters

Sized for any space. Print and display in high-traffic areas.



E-Flyers

Digital flyers ready to share across email, chat and social.



Email Templates

Pre-written emails to launch, update, and thank your community.

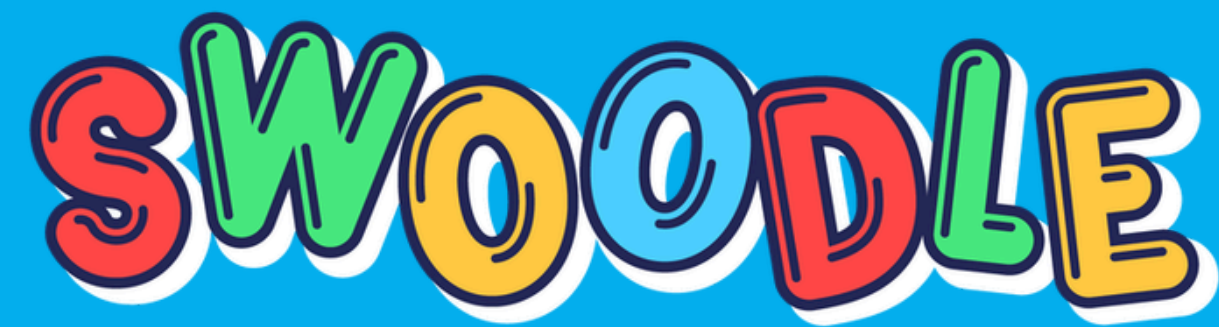


Email Signatures

Professional signatures that promote your fundraiser in every email.

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Members save. Businesses grow. Fundraisers get support.