

SWOODLE Your Success Calendar

Your 20-week guide to launch, grow, and maximise your fundraiser.

WEEKS

1-2



PHASE 1: LAUNCH STRONG

- ✓ **Appoint a Fundraising Champion**
Choose one person to coordinate your campaign and keep everything moving.
- ✓ **Set Your Goal**
Decide exactly what you're fundraising for (EX: equipment, uniforms, travel, and facilities)
- ✓ **Create Your Marketing Page**
Tell your supporters who you are, what you're raising money for, and why it matters.



[Click HERE](#)
How to Create Your Marketing Page



[Click HERE](#)
How to Download Your Marketing Assets

WEEKS

3-4



PHASE 2: BUILD MOMENTUM

- ✓ **Build Your Team**
Create a small team to help spread the word across your club, school, or community.
- ✓ **Organise Your Marketing Assets**
Download posters, flyers, social graphics, QR codes, email templates, and more.
- ✓ **Plan Your Promotion**
Decide how you'll communicate with supporters through email, social media, and events.

WEEKS

5-10



PHASE 3: PROMOTE & INSPIRE

- ✓ **Launch Everywhere**
Share your marketing page across your website, newsletter, email, social media, and community groups.
- ✓ **Send Regular Emails**
Send your first announcement, then continue with weekly updates to keep supporters engaged.
- ✓ **Stay Active on Social Media**
Post 1-2 times each week. Celebrate milestones, recognize supporters and share your journey.

WEEKS

10-15



PHASE 4: CELEBRATE & SAY "THANK YOU"

- ✓ **Share Your Progress**
Post updates and celebrate your achievements so far.
- ✓ **Thank Your Supporters**
Send a personal thank-you email. They'll appreciate knowing they're making a real difference.
- ✓ **Celebrate Publicly**
Share photos, milestones, and success stories to keep the excitement going.



[Click HERE](#)
How to Manage Your Funds

WEEKS

15-20



PHASE 5: GROW & GO AGAIN

- ✓ **Review Your Results**
Meet with your team and review what worked well. Check your fundraiser dashboard for insights.
- ✓ **Plan Your Next Campaign**
Start thinking about your next goal and how you'll build on your success.
- ✓ **Keep Supporting Local**
Encourage members to use Swoodle offers all year. Every membership continues to make a difference.



[Click HERE](#)
How to Navigate Your Dashboard

Need help?



Portal Guide
[CLICK HERE](#)



Marketing Kit
[CLICK HERE](#)



Contact Support
support@swoodle.com.au



Best Practice Guide
[CLICK HERE](#)