

# HOLIDAY REACTOR

## Fundraiser Example

- Step 1: Assemble a Team
- Step 2: Select Fundraiser
  - ReACTors will offer gift wrapping and babysitting stations at the mall or town square the week before Christmas to help community members, especially parents, get ready for the holiday.
- Step 3: Goal Setting
  - Increase community awareness of the reACT program
  - Monetary Donations for services provided
  - Spread Christmas Cheer
- Step 4: Create a Budget
  - Venue
  - Wrapping Paper
  - Tape
  - Scissors
  - Bows
  - Gift Tags
  - Ribbon
- Step 5: Promote Fundraiser
  - ReACTors will create digital and print ads to advertise their gift-wrapping station for the first three Saturdays in December, including:
    - 3x Instagram Post
    - 3x Facebook Post
    - 2x Newspaper Article (Prior & Post Event)
    - Flyers
- Step 6: Launch Fundraiser
  - 1st three Saturdays of December
  - Time: 11:00 AM – 4:00 PM
  - Location: Town Square
- Step 7: Provide a Survey & Review Results
  - ReACTors will provide a "Sticky Note Survey" at the station for community members to share their experiences.
  - ReACTors will review the sticky feedback notes each Saturday after the station is closed for the day to improve the following week's station.
  - After the fundraisers, reACTors will survey community members to inquire if they would like to continue the tradition of Holiday ReACTor.