



## Wishlist Program Tips

Your organization is committed to helping others. So is DollarDays. That is why we want to help you make your Wishlist a huge success. To support your program, we have created the Wishlist Toolkit to help you promote your site year-round.

### Included in the DollarDays Wishlist Program Toolkit:

1. Tips on how to promote your Wishlist
2. A logo to promote your Wishlist on your website, in newsletters and in your email signature
3. A template email and a letter to send to potential donors announcing your Wishlist
4. Social media tip sheet to share your Wishlist URL.
5. Press release template to complete with your information to send to your local media outlets
6. Promotional flyer templates that you can customize using Microsoft Word

### Tips for Your Success:

- Add a promotional logo and link on your website directing potential donors to your Wishlist.
- Include an announcement of your Wishlist on your website.
- Send an email or letter using the announcement letter provided to your contact list.
- Send a press release to local, regional, or national media outlets using our [Press Release Kit](#).
- Announce your Wishlist on your blog.
- Post about your Wishlist on social media using our Social Media Kit.
- Ask employees to post about the Wishlist on their websites, blogs and social media pages.
- Add the Wishlist link to your email signature and to all ongoing communications to donors.
- Bring tablets and laptops to future fundraising events so donors can contribute on the spot.
- Send links to your Wishlist to your phone contacts via text message.
- Have your Wishlist URL printed on a business card that you can easily hand out.
- Print colorful stickers that include your Wishlist web address.
- Send updates to your contact channels every time you add new products to your Wishlist.

### Questions? Comments? Feedback?

Contact us at 877-837-9569 x2 or [service@dollardays.com](mailto:service@dollardays.com)