

2 Week Communication Plan

Helpful links mentioned below:

Your Text Keyword: “**CS**”

Your Link to Parent Main Page:

Parent Promotion- Email 1 (Send by Day Before)

Hi **[YOUR SCHOOL]** Parents,

We are so excited to kick off Changemaker tomorrow at our school! Changemaker is an opportunity to raise funds for **[YOUR SCHOOL]** by simply donating your digital spare change each month. **It's easy:** sign up a credit or debit card, shop anywhere, & the change from your purchases will automatically be rounded up and donated to our school.

[Click here for a video on Changemaker](https://youtu.be/LkDbsOmfXkQ) (https://youtu.be/LkDbsOmfXkQ)

I am excited for the impact that Changemaker will make for our school!

Student Promotion- Email 2 (Send on Changemaker Day)

Hi Parents,

Changemaker has officially launched at our school!! We are so excited for the impact that it will make on our campus. We are asking that each one of you play a role in supporting your student:

Parents - Ask your student for their student page link

Don't have a link? Click here [Click here = **INSERT YOUR LINK FROM ABOVE**]

Support your student by **making a donation** and **sharing** your student's changemaker page with family and friends.

Have questions? Watch this [video](https://www.youtube.com/watch?v=cr8jKZnoPjw). (<https://www.youtube.com/watch?v=cr8jKZnoPjw>)

Sincerely,

[Principal]

Email 3

Hi Parents,

Thank you to everyone that's become a changemaker for our school. So far we have [XX] Changemakers! Way to go!

If you haven't signed up yet and would like more information, the fastest way to learn more is to watch this video: [What is Changemaker?](https://youtu.be/LkDbsOmfXkQ) (https://youtu.be/LkDbsOmfXkQ)

Tip: Watch rates are much higher if you either...

1. Embed this video: `<iframe width="560" height="315" src="https://www.youtube.com/embed/LkDbsOmfXkQ" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

2. Insert this [picture](#) and hyperlink the photo with this [link](#).

Click here to sign up to be Changemaker! [Click here = **INSERT YOUR LINK FROM ABOVE**]

Sincerely,

[Principal]

Email 4

Hi Parents,

Our **major fundraiser**, Changemaker, is going strong! But, we need your help to reach our school goal! Will you support your student by becoming a Changemaker?

It is QUICK and EASY:

Parents - Ask your student for their student page link

Don't have a link? Click here [Click here = **INSERT YOUR LINK FROM ABOVE**]

Support your student by **making a donation** and **sharing** your student's changemaker page with family and friends.

Thank you!

PS: Have questions? Check out this [video](#) for more information!

(<https://youtu.be/cr8jKZnoPjw>)

Email 5

Hi Parents,

ONE MORE WEEK OF CHANGEMAKER!

Becoming a Changemaker is the easiest and most impactful way for **YOU** to make a big difference at your student's school!

You will be directly impacting:

- XXX
- XXX
- XXX

Click here to create your Changemaker account. [Click here = [INSERT YOUR LINK FROM ABOVE](#)]

Support your student by **making a donation** and **sharing** your student's changemaker page with family and friends.

Thank you, [\[YOUR SCHOOL\]](#) Parents!

Email 6

Hi Parents,

We are so excited to announce that we have **XX** Changemakers for our school! Our goal [is/was] **YY** Changemakers! Thank you to those of you who supported your child's involvement, especially if you signed up to become a changemaker.

You have **ONE** week left to be a part of our MAJOR fundraiser this year and give your students the chance to win some AWESOME rewards.

Click here to create your Changemaker account. [Click here = **INSERT YOUR LINK FROM ABOVE**]

Support your student by **making a donation** and **sharing** your student's changemaker page with family and friends.

Thank you,
[Principal]

Email 7

Hi Parents,

1 MORE DAY OF CHANGEMAKER!

We need **YOUR** help to reach our Changemaker school goal! We currently have **XX** Changemakers for **[YOUR SCHOOL]** and only need **XX** more to reach our goal of **150** Changemakers!

Support your student by **making a donation** and **sharing** your student's changemaker page with family and friends.

Click here to create your Changemaker account. [Click here = **INSERT YOUR LINK FROM ABOVE**]

Thank you for the direct impact you're making at **[YOUR SCHOOL]**.

[Principal]

Email 8

Hi Parents,

Today is your **LAST CHANCE** to become a Changemaker!

Will you support your student and help us reach our school goal of 100% participation from each family? By becoming a Changemaker, you will help make a **BIG** financial impact for our school by funding **XXXXXXXXXX**.

Click here to create your Changemaker account. [Click here = **INSERT YOUR LINK FROM ABOVE**]

Thank you for supporting our school!

PS: GET ALL CHANGEMAKERS IN **BY THE END OF THE DAY** TO EARN REWARDS!!!