

DIGITAL SCOREBOARD FUNDRAISING CHECKLIST

A STEP-BY-STEP FUNDRAISING GUIDE FOR SCHOOLS,
COMMUNITY CENTERS, AND SPORTS FACILITIES

DEFINE YOUR GOALS

- Set a clear fundraising target. Be realistic and factor in all costs.
- Establish a defined timeline. Stay focused and motivated!

BUILD YOUR DREAM TEAM

- Assemble a fundraising committee.
- Look for volunteers with diverse skills: event planning, marketing, communication, and outreach.
- Delegate tasks to ensure efficient campaign management.

CRAFT YOUR STORY

- Don't just focus on tech! Explain the positive impact of the video wall.
- Highlight benefits for everyone: Students, athletes, and the entire community.
- Make your message compelling in all communication materials.

CHOOSING YOUR FUNDRAISING MIX

Go beyond one strategy! Explore a variety of options:

- Grant applications
- Corporate sponsorships
- Engaging community events
- Online platforms
- "Buy-a-Brick"
- "Donate a Minute"

SPREAD THE WORD

- Develop a marketing plan. Utilize social media, flyers, posters, school announcements, and local media partnerships.
- The more people know, the greater the support!

TRACK & THANK YOUR SUPPORTERS

- Transparency is key! Regularly update everyone on your progress.
- Express sincere gratitude to every donor, big or small.



Get fundraising ideas at
pulsetechnology.com/blog/creative-strategies-for-fundraising-your-digital-scoreboard