

# Tom Antion's Fundraiser Marketing Plan

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customize to your needs.

**Note:** This is a sample of what Tom uses for his large entry fee Buttamps.

**Note:** Use this to stimulate ideas of how the group you are helping can promote your seminar.

**Note:** It's up to you to be sure you don't violate any laws when holding your fundraisers.

## **POSSIBLE WAYS TO PROMOTE TOM ANTION'S SEMINAR AS A FUNDRAISER FOR YOUR CHAPTER**

(The more of them you do, the more money your chapter will make)

- Write up in three or more chapter newsletters
- Article by Tom in one or more chapter newsletters
- Broadcast Several Emails sent to everyone on your email list spaced a week to ten days apart. (only if the recipients have given your group permission to do so)
- Broadcast fax to your list (Be careful with this one. Some people get really mad when you fax them)

- Do a broadcast text to your members (only if they have given your group permission to do so)
- "Significant" mentions at chapter meetings (you probably have a Butt Camp graduate in your chapter who could do a testimonial.)
- "Significant" section on your website homepage promoting the event.
- Offer a Free 7 day minicourse for all your members and guests prior to the event which gets them excited about the topic. Promote the link with the text below to your people.

**"Get your free 7 day minicourse on Electronic Marketing by Speaker Marketing Guru Tom Antion who will be doing a fundraiser for our chapter [insert date] [insert location]"**

- Establish a phone committee to call all your list. This is a very effective way to promote the event! Here's a simple script:

**"This is Joan Doe from [insert your chapter]. I just called to tell you about an outstanding event that our chapter is sponsoring. It's Tom Antion's famous Electronic Marketing Camp for Speakers. It's received rave reviews all over the country and Tom is donating a great deal of the proceeds to our chapter."**

**Here's another great thing about the program . . . it's not technical. Anyone can come to find many different ways to promote your business on the Internet. Plus you can come again for free to get the latest updates. For more details visit [insert your website or mine] or call xxx-xxx-xxxx."**

- Partner with other organizations like Toastmasters, ASTD, consulting, authors groups, etc.
- Trade admissions to newspapers for space ads.
- Trade admissions to venues for use of their space (to reduce expenses)
- Tom will provide a Butt Camp CD album (\$197.00 value) if you will do an auction based around it and the promo of the event at every chapter meeting prior to his appearance. Your chapter keeps all the money. (The whole promo and auction can be done in about 5 - 7 minutes)
- As a sales tool you can promote the fact that Butt Camp Grads can come to any future regular Butt Camp again for free to get all the latest updates.
- Post flyers with permission at various places in your place of business, organization meeting venue and if permissible public venues like stores and bulletin boards.
- Use all social media at your disposal like Facebook, Google +, LinkedIn and Twitter to announce your event.
- Other: (You fill in any other ways that are appropriate for your chapter.)

I look forward to helping you raise lots of money AND do a great service for your chapter members and guests.

Tom Antion