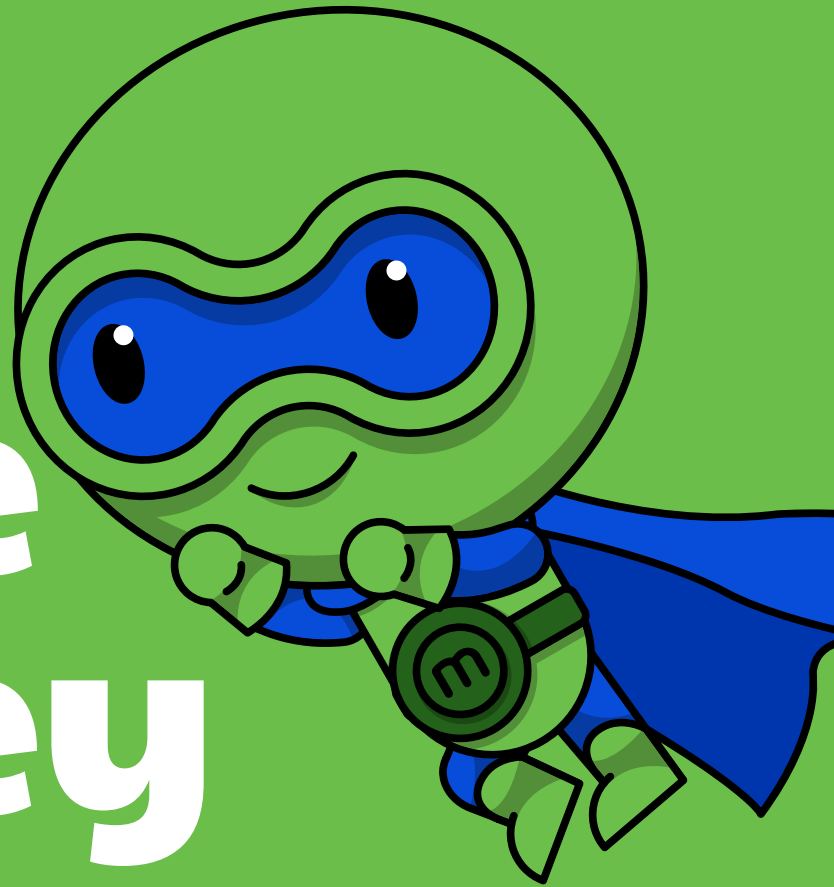
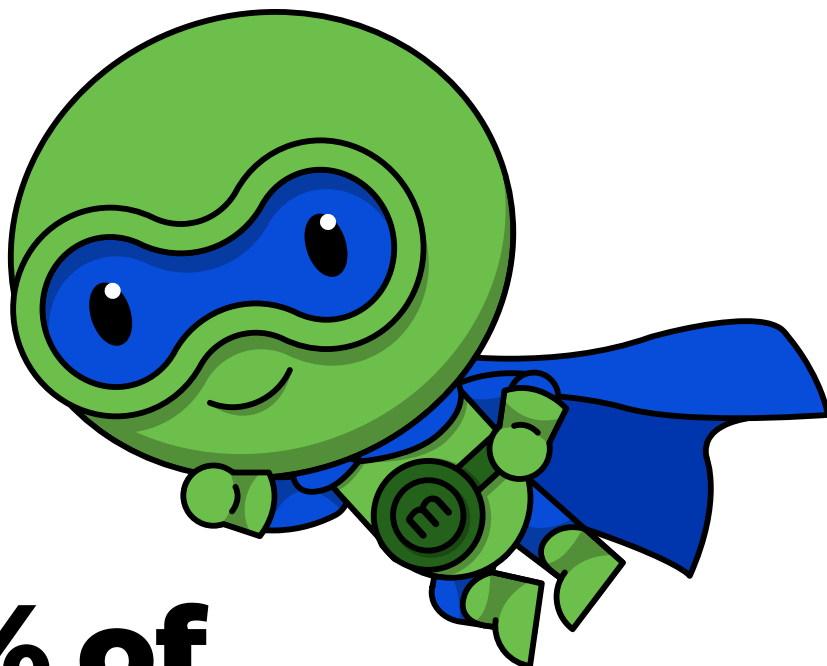


**SUPPORT YOUR GROUP  
BY SHARING A FUNDRAISER  
PEOPLE WILL ACTUALLY USE.**



# Raise Money The Easy Way



# Keep 50% of Every Fundraiser Wash Sold

## CALCULATE EARNINGS

Share your fundraiser link with your community and earn money on every wash sold. It's a simple way to turn everyday purchases into real support for your team, school, club, or cause.

**\$ GET 50% OF EVERY WASH**

Based on a \$15 wash, your organization earns \$7.50 per wash sold

**250**

**WASHES SOLD**



**\$1,875**

**RAISED FOR YOUR ORGANIZATION**

# Your 3-Week Campaign Plan



## RECOMMENDED CAMPAIGN LENGTH

2–3 weeks. Long enough for reminders. Short enough to keep urgency.

### 2-3 DAYS BEFORE

## Before Launch

- Set your fundraising goal
- Choose your launch and end dates
- Get your fundraising link and QR code
- Pick one organizer to lead updates
- Choose one photo or logo to use

### WEEK 1

## Launch

**Goal:** Get the fundraiser live everywhere

- Send one launch text
- Send one launch email
- Post once on social
- Share in group chats
- Ask committee members, parents, or coaches to repost

### WEEK 2

## Momentum

**Goal:** Remind and update

- Share a progress update
- Post again on social
- Send one reminder text or email
- Mention the fundraiser in person at practices, games, meetings, or events

### FINAL 3 DAYS

## Last Chance Push

**Goal:** Close strong

- Send a last-chance text
- Send a last-chance email
- Post a final reminder
- Share how close you are to goal

## After it ends

**Goal:** Close the loop

- Thank supporters
- Share what the funds will help cover
- Celebrate the result
- Save your best posts and messages for next time

# Your Fundraiser in 4 Steps

## STEP ONE

### Get Custom Link

Your group receives a unique fundraising link and QR code.

## STEP TWO

### Share with Network

Send it by text, email, social, and group chats.

#### SIMPLE MESSAGE TO USE

Buy a wash you'd already use and support our group at the same time.

## STEP THREE

### Supporters Buy Online

They purchase washes through your fundraiser page.

## STEP FOUR

### Your Group Earns Funds

Every purchase helps raise money for your cause.

#### WHY THIS FUNDRAISER WORKS

It's simple because supporters are buying something they already use.

Instead of asking people to buy raffle tickets, candy, or products they may not want, you're giving them an easy way to support your group through a practical, everyday purchase.

#### BEST FOR:

- Teams
- Schools
- Clubs
- Charities
- Parent groups
- Travel funds
- Equipment funds
- Community Causes

# Your Best-Selling Strategy

You need to reach the people who already care.

## BEST CHANNELS TO USE

### 1 TEXT MESSAGE

The fastest and most personal option.

### 2 GROUP CHATS

Perfect for teams, classes, committees, and parent groups.

### 3 EMAIL

Best for larger supporter lists.

### 4 SOCIAL MEDIA

Good for reminders, updates, and wider sharing.

### 5 IN-PERSON REMINDERS

Mention it at games, practices, meetings, and events.

## START WITH...

Ask the people most likely to support you first:

- Parents
- Grandparents
- Family friends
- Team members
- Coaches
- Teachers
- Alumni
- Members
- Volunteers
- Staff
- Sponsors
- Local businesses

## WHAT WORKS

- Share the direct link every time
- Explain what the funds support
- Set a goal
- Post progress updates
- Remind people more than once
- Thank supporters quickly

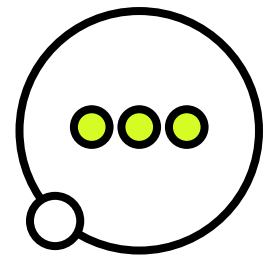
## WHAT DOESN'T WORK

- Long explanations
- Posting once and hoping for the best
- Making people search for the link
- Overcomplicating the ask
- Waiting until the last few days to promote

## KEEP IT SIMPLE

One link, one message, one clear reason to support.

# Ready-made Messages



## TEXT MESSAGES

### LAUNCH TEXT

Hi! We're fundraising for **[group name]** with Mint Smartwash. If you already buy car washes, using this link helps support us at the same time.

Thanks so much for supporting **[what funds are for]**. **[insert link]**

### REMINDER TEXT

Quick reminder — our **[group name]** fundraiser is still on. Every wash purchased through our link helps us raise money for **[purpose]**.

Thanks for your support! **[insert link]**

## SOCIAL MEDIA

### SHORT EMAIL

Subject: Support our fundraiser with your next car wash

Hi everyone,

We're raising funds for **[group name]** through Mint Smartwash.

Supporters can purchase washes through our fundraiser link, and every purchase helps support **[purpose]**.

It's simple, easy, and a great way to give back through something people already use.

Support us here: **[insert link]**

Thank you for your support,  
**[name / group]**

### LOCAL BUSINESS ASK

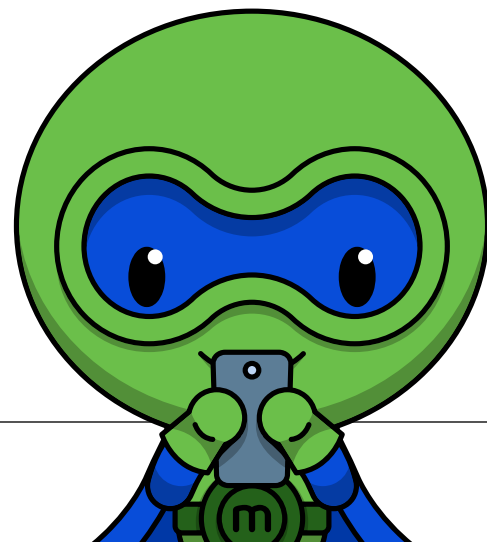
Hi **[business name]**,

We're fundraising for **[group name]** and would love your support.

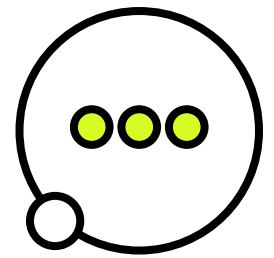
A simple way to help is by sharing our fundraiser link with your staff, customers, or community network.

Every car wash purchased through the link helps support **[purpose]**.

Thank you for considering it:  
**[insert link]**



# Ready-made Messages



## SOCIAL MEDIA

### LAST-CHANCE TEXT

Last chance to support **[group name]**!

Our fundraiser wraps up soon, and every wash helps. Support us here: **[insert link]**

---

### LAUNCH SOCIAL POST

We're fundraising with Mint Smartwash! Support **[group name]** by buying your next wash through our fundraiser link.

It's a simple way to help us raise money for **[purpose]**.

**[insert link]**

---

### FINAL REMINDER POST

Final days to support **[group name]**.

If you've been meaning to help, now's the time.

Every wash purchased through our link supports **[purpose]**. **[insert link]**

---

### THANK-YOU POST

Thank you to everyone who supported **[group name]** through our Mint Smartwash fundraiser.

Your support helps us fund **[purpose]**, and we're so grateful for every share and purchase.

---

### PROGRESS UPDATE POST

Thank you for the support so far — we're now **[X%]** of the way to our goal!

Every wash purchased through our fundraiser link helps **[group name]**.

Please keep sharing: **[insert link]**

---

### GROUP CHAT MESSAGE

Hey everyone — our **[group/team/organization]** fundraiser is live.

Please share this link with family and friends who need a car wash.

It's an easy way to support **[cause/purpose]**. **[insert link]**

---

# Organizer Checklist



## BEFORE LAUNCH

- Receive fundraiser link and QR code
- Confirm start and end dates
- Set a fundraising goal
- Decide what the money will support
- Choose one organizer / point person
- Prepare one photo or logo
- Write your first message
- Build your first supporter list

## DURING CAMPAIGN

- Post 2–3 times total
- Send at least one reminder
- Share a progress update
- Mention it in person
- Keep using the direct link

## AFTER CAMPAIGN

- Share thank-you post
- Share result or impact update
- Note what worked best
- Save templates for next fundraiser

## LAUNCH DAY

- Send launch text
- Send launch email
- Post on social
- Share in group chats
- Ask leaders/parents/members to repost

## FINAL PUSH

- Send “last chance” message
- Post final reminder
- Share how close you are to goal
- Thank people who already supported

## THAT'S ENOUGH

You do not need a complex campaign.  
You need consistency.

# Finish Strong

## THE FUNDRAISER DOESN'T END WHEN SALES END.

A quick thank-you makes people more likely to support you again.

### EXAMPLE IMPACT UPDATE

Thanks to our supporters, we raised **[\$ amount]** for **[group name]**.

These funds will help cover **[purpose]**.

We're grateful to everyone who purchased, shared, and supported our fundraiser.

### FINAL REMINDER FOR ORGANIZERS

#### SAVE:

- Your best-performing text
- Your best-performing post
- Your final result
- Your top supporters / sharers
- Your timeline notes

That makes the next fundraiser even easier.

### SHARE THE RESULT



How much you raised.



What it will help fund.



How grateful you are.



# Frequently Asked Questions



## **HOW DO SUPPORTERS BUY?**

They use our fundraiser link and complete their purchase online.

## **DOES OUR GROUP COLLECT MONEY?**

No. Purchases are completed through the fundraiser page.

## **DO SUPPORTERS NEED TO USE THE WASH RIGHT AWAY?**

They can follow the redemption details provided at purchase.

## **DO WE NEED VOLUNTEERS AT A WASH SITE?**

No event-day washing is required for this type of fundraiser.

## **CAN SUPPORTERS SHARE THE LINK TOO?**

Yes. The more people share it, the more opportunity there is to raise funds.

## **WHAT SHOULD WE TELL PEOPLE THE MONEY IS FOR?**

Keep it specific and simple.

Examples:

- New equipment
- Travel costs
- Uniforms
- Tournament fees
- School resources
- Charity programs
- Community support

## **WHAT IF SOMEONE DOESN'T NEED A WASH?**

They can still help by sharing the link with someone who does.

## **WHAT MAKES THIS FUNDRAISER DIFFERENT?**

It's easy to run, easy to explain, and easier for supporters to say yes to.

**BEST ANSWER TO ALMOST EVERY QUESTION**

Use our link, buy a wash, and support our group.