

**Support your group
by sharing a fundraiser
people will actually use.**



Raise Money The Easy Way

Your Fundraiser in 4 Steps



1

Get your custom fundraiser link

Your group receives a unique fundraising link and QR code.

2

Share it with your network

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

3

Supporters buy online

They purchase washes through your fundraiser page.

4

Your group earns funds

Every purchase helps raise money for your team, school, or 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

SIMPLE MESSAGE TO USE

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

Your Best-Selling Strategy

You do not need to reach everyone.

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 YOUR WARM NETWORK

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.

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

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

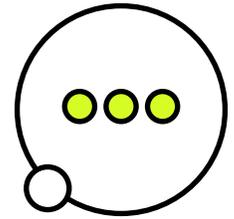
FINAL PUSH

- 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.

Ready-made Messages



TEXT MESSAGE

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]

TEXT MESSAGE

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

Last-Chance Text

Last chance to support **[group name]**! Our fundraiser wraps up soon, and every wash helps. Support us here: **[insert link]**

SOCIAL MEDIA

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]

SOCIAL MEDIA

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]

SOCIAL MEDIA

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]**

SOCIAL MEDIA

Final reminder post

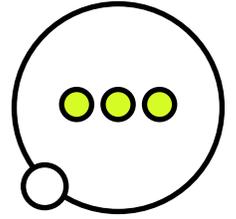
Final days to support **[group name]**. If you've been meaning to help, now's the time. Every wash purchased through our link supports **[purpose]**.
[insert link]

SOCIAL MEDIA

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.

Ready-made Messages



EMAIL MESSAGE

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]

EMAIL MESSAGE

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]



Frequently Asked Questions



BEST ANSWER TO ALMOST EVERY QUESTION

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

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.

Finish Strong

The fundraiser doesn't end when sales end.

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

SHARE THE RESULT



How much you raised.



What it will help fund.



How grateful you are.

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.

QR Code

Download

Posters, emails, handouts, and social posts.



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.

