

Marketing Toolkit



To Our Fabulous Gentlemen:

On behalf of the Samaritan Counseling Center, thank you for supporting us! We deeply appreciate your generous giving of time and talent to make our first 50 Fabulous Men Who Cook fundraiser successful. We have assembled this marketing toolkit to provide you with ideas and materials and to assist you in meeting your \$1,000 fundraising goal. Plus, you will have opportunities to gain tips during the event. Questions? Email bhealey@samaritancounseling.net or call 412-741-7430 x404.

A. Corporate Gifts

We appreciate your taking the time to speak to your business partners and vendors about sponsoring you. Or, you can opt to meet your \$1,000 goal through your own corporate or personal donations. [DONATE NOW](#).

B. Solicit Tips through Online Promotions

Post to Your Social Media Pages

BE SURE TO:

- Include the **Link** to your online profile in your posts and tweets. (See Section D, Your Online Profile Page.)

IDEAS FOR ONGOING FACEBOOK/TWITTER POSTS:

Did you know I am 1 of 50 fabulous men who cook...?

Tipping me will support a wonderful charity...

My (*name of your dish*) is to die for and you can help me win...

(*Competitor*) is ahead of me. This cannot happen!

Guys, I seriously want to win. Show me the money!

C. Forward Samaritan's Email Blasts to Your Contacts

Let us do the talking. Forward the email promotions you will receive from us on to your contacts.

D. Send Emails from Your Own Account

SAMPLE VERBIAGE: I'm involved in a really fun competition for charity. As one of 50 FABULOUS MEN WHO COOK, I will be cooking and serving (name of dish) at the Sewickley Heights Golf Club on Saturday, November 5th from 6:30-9 p.m. I'd love for you to come. The cost is \$50 per person. ([REGISTRATION LINK](#)) If you are unable to attend, I would be grateful if you would help me win. You can do that just by tipping me—click **HERE*** (insert a hyperlink to your online profile page, detailed below). Your tip is tax-deductible, benefiting the Samaritan Counseling Center. Thanks for your support!

YOUR ONLINE PROFILE PAGE:

- To include the **Link** to your online profile, copy the URL from your PUBLISHED profile page. Your page includes a Tip Me feature that you want to make available in all of your correspondences.
- To locate your **PUBLISHED profile page**, click [HERE](#), find your name/photo, and then click on your name.
- ***How to Access Your Samaritan Online Profile Page in EDIT Mode.** You are already set up with an account.
 - Click [HERE](#) to access Samaritan's login page.
 - **Enter your user name and password.** (First initial of first name followed by last name with an initial cap. (John Doe would be: JDoe) Your user name and password are the same. Click **Login**.
 - Samaritan's home page will appear. Scroll down to the very bottom of the page and click on **Admin**.
 - Next, click on **Cook Edit**. Your personal profile page will open in EDIT mode.
 - You can enter and change content whenever you desire. Click on **Update** to save your changes. A window will appear which allows you to log out. Page updates can also be done for you by Samaritan.
 - Email bhealey@samaritancounseling.net if you have a message you would like to have posted for you.
 - Inform your contacts about your updated profile via social media or email and include your profile link.

E. Display Promotional Flyers

Make available to your staff, neighbors, friends, associates. Click [HERE](#) to download. Sign your name on the flyer.

F. Shop Owners

Do you own a retail shop? Do you have opportunities to reach customers face-to-face?

- Place promotional flyers in view of customers.
- Put out a Tip Jar. Be sure to inform people the money will benefit a charity— Samaritan Counseling Center.
- Prepare some samples of your dish and display them for your customers to taste.
- Ask your customers if they will add a tip (\$3-\$5) to their purchase price.

G. Short on Time? Let Samaritan Handle Your Promotions for You.

Send us the email addresses for select friends, family members and associates and we'll take care of personalizing your promotions. Email to: bhealey@samaritancounseling.net. (Samaritan will not share email addresses nor "pester" your contacts. If someone makes a gift, his/her name and contact information will be entered into our donor database and the individual will receive an acknowledgement for tax purposes. The donor may receive occasional emails from Samaritan from which they can opt out. OR, we will honor a request from you not to send any further communications to your contacts other than pertaining to this event.)

