

AFFILIATE PRO TIPS

As you prepare for your ACE Day of Action, you'll want to be sure that a few housekeeping items are in order first!

1 WHAT IS YOUR CALL TO ACTION?

- a. Call for Volunteers
- b. Student/Mentor Registration
- c. Fundraising
- d. Share ACE stories
- e. Spotlight – mentors, volunteers, students, sponsors, board
- f. Engage Alumni
- g. All of the above?

2 IS ALL OF YOUR INFORMATION UP TO DATE?

- a. Make sure that you have the correct links to mentor and student registration.
- b. Ensure that your affiliate webpage is current. (updated board list + main contact)
- c. If you are using Day of Action for fundraising, do you have a giving link? PayPal is the easiest to set up and requires a main contact and banking information. You can also accept donations through Facebook, but this is a longer verification process.
- d. Add a Paypal Donation button to your affiliate webpage – Once Paypal is set up, send the code to set up the button in a word document to webmaster@acementor.org.
- e. Is your email list updated with your constituents most recent contact information? (include past students and mentors on all correspondence, parents of students, alumni, other contacts)

3 DO YOU KNOW YOUR DONOR + PARTNER SOCIAL MEDIA HANDLES?

- a. Be sure to tag your mentor and donor firms to help them engage in the conversation.
- b. Follow/Like your local sponsors, partners, board firms, schools, etc.
- c. Also, be sure to tag the National office on all social media platforms @acementor so that we can share your good news. **#ACEday2020 #acementorprogram**
- d. Prepare, plan and draft your social media content for posts ahead of time – these can take longer than you think to create.
- e. Don't be shy – this is the time to show off all your hard work and dedication to ACE!