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!

#ACEday2020 #acementorprogram