

# Marketing Toolkit



Dear Fabulous Cook:

On behalf of Samaritan Counseling, Guidance, Consulting, thank you for supporting us! We deeply appreciate your generous giving of time and talent to make our second **50 Fabulous Cooks** fundraiser successful. This marketing toolkit is to assist you with ideas to help you meet your \$1,000 fundraising goal. Questions? Please call **Beth Healey** at 412-741-7430, x1001 or email [bhealey@samaritancounseling.net](mailto:bhealey@samaritancounseling.net).

## Corporate Gifts

We appreciate your taking time to speak to your business partners & vendors about sponsoring you. Or, you can opt to meet your \$1,000 goal through your own corporate or personal donation. To do so, just tip yourself!

## Solicit Tips through Online Promotions

### POST TO YOUR SOCIAL MEDIA PAGES.

- Always include your Cook Profile Link. (Go to: <https://www.samaritancounseling.net/our-fabulous-cooks> and click on your name. When you land on your profile page, copy and paste the URL into your post.)
- Reach out to your followers at least once a week. *Create an ongoing sense of urgency, fun and humor.*
- Ask Beth to create a custom *Tip Me* jpeg image for you to post.

## Forward Samaritan's Email Blasts to Your Contacts

**Let us do the talking.** Forward your own customized email blast which Beth can create for you.

## Send Emails from Your Own Account

**SAMPLE VERBIAGE:** I'm involved in a fun competition for charity. As one of 50 FABULOUS COOKS, I will be cooking and serving (*name of dish*) at the Sewickley Heights Golf Club on Saturday, August 25<sup>th</sup> from 6:30-9 p.m. I'd love for you to come. The cost is only \$50 per person. [REGISTER NOW](#) to attend. Even if you can't attend, I would be very grateful if you would help by tipping me. Click (*insert link to your profile page*) to get started. Your tip is tax-deductible and will help people to heal from deeply hidden wounds. Thank you so much!

## Create and Post a 30 Second Video

Use your Smartphone to accomplish this, and then post it to your social media. If you would like Samaritan to do this for/with you, contact [Beth](#) to arrange a time. We have access to a great kitchen and many props!

## Options for 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. (Beth will be happy to design your flyer for you.)
- Put out a Tip Jar. Inform your customers that the money will benefit a charity— Samaritan Counseling, Guidance, Consulting—to bring healing to hurting people in need.
- 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.

## Let Samaritan Handle All of 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](mailto: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.*



**SAMARITAN**  
Counseling • Guidance • Consulting

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