



Your 4-day sharing plan

Simple daily steps and ready-to-send messages based on real customer insights.

IF YOU DO ONE THING

Send a text. 45% of sellers say individual texts are their **best way to get results.**

MAKE IT YOURS: Replace the words in [BRACKETS] with your details. Access your [STORE LINK] in the app.

DAY 1

TEXT YOUR PEOPLE

Start with close family and friends, extended family, neighbors and coworkers. **Extended family makes up 22% of buyers, so be sure to include them!**

COPY + PASTE

Hi [NAME]! I'm raising money for [WHAT THE FUNDS WILL PAY FOR] with [TEAM/ORGANIZATION NAME]. If you'd like to support me, you can order Double Good popcorn from my Pop-Up Store now until [DAY] at [TIME]: [STORE LINK]

Thank you so much!

P.S. My favorite flavor is [FLAVOR NAME]!

DAY 2

WIDEN YOUR REACH

Post on social media today **to reach people you might not text directly** and give your message time to spread. You can also **share your in-app QR code** at family events or gatherings.

SOCIAL CAPTION

I'm raising money for [TEAM/ORGANIZATION NAME] by selling Double Good popcorn! Every purchase helps pay for [WHAT THE FUNDS WILL PAY FOR].

Shop my Pop-Up Store through [END DATE] at [TIME]: [STORE LINK]

Can't order? Sharing this post or sending my link to a popcorn fan helps, too. Thank you!

DAY 3

FOLLOW UP

Nearly 1 in 5 buyers mean to support but forget, so don't be shy about sending a reminder. Our data shows that following up can nearly **double your orders.**

COPY + PASTE

Hi [NAME]! I've raised [AMOUNT] toward my goal of [GOAL] for [TEAM/ORGANIZATION] in just a couple of days.

Our Double Good store is only open 4 days and we're on Day 3, so I'm sharing it again in case you were planning to order: [STORE LINK].

Thank you for supporting [SELLER/TEAM NAME].

DAY 4

SEND A FRIENDLY LAST CALL

Texting on the last day is your highest-payoff move. More than **3 in 4 sellers who text get an order within 24 hours.**

COPY + PASTE

Friendly last call! Our Double Good Pop-Up Store closes today at [TIME], and I'd really appreciate your support.

No pressure! Just sending one final reminder in case you were planning to order: [STORE LINK]

Thank you!



Your 7-day sharing plan

Simple daily steps and ready-to-send messages based on real customer insights.

IF YOU DO ONE THING

Send a text. 45% of sellers say individual texts are their **best way to get results.**

MAKE IT YOURS: Replace the words in [BRACKETS] with your details. Access your [STORE LINK] in the app.

DAY
1

TEXT YOUR PEOPLE

Start with close family and friends, extended family, neighbors and coworkers. **Extended family makes up 22% of buyers, so be sure to include them!**

COPY + PASTE

Hi [NAME]! I'm raising money for [WHAT THE FUNDS WILL PAY FOR] with [TEAM/ORGANIZATION NAME]. If you'd like to support us, you can order Double Good popcorn from my Pop-Up Store from [DAY] to [DAY] at [TIME]: [STORE LINK]

Thank you so much!

P.S. My favorite flavor is [FLAVOR NAME]!

DAY
2

WIDEN YOUR REACH

Post on social media today **to reach people you might not text directly.** Posting early in the fundraiser gives your message time to reach more feeds.

SOCIAL CAPTION

I'm raising money for [TEAM/ORGANIZATION NAME] by selling Double Good popcorn! Every purchase helps pay for [WHAT THE FUNDS WILL PAY FOR].

Shop my Pop-Up Store through [END DATE] at [TIME]: [STORE LINK]

Can't order? Sharing this post or sending my link to a popcorn fan helps, too. Thank you!

DAY
3

ASK PEOPLE TO PASS IT ON

Ask friends, family, and supporters to **forward your store to one person.** Sharing your link is a free and easy way to help you reach more people.

COPY + PASTE

Another way to support my fundraiser is to pass my store on to a friend. Thank you for helping me spread the word! [STORE LINK]



USE YOUR QR CODE IN PERSON

Already heading to a family dinner, party, or game? **More than 3 in 4 buyers reached in person are family**, so pull up your QR code in the Double Good app and let relatives scan and order while together.

DAY
4

SAY THIS IN PERSON

"I'm selling Double Good popcorn to help [TEAM/ORGANIZATION NAME] raise money for [WHAT THE FUNDS WILL PAY FOR]. If you'd like to support us, just scan this QR code to shop my store!"

SHARE YOUR PROGRESS IN A TEXT

Share how much you've raised and thank everyone who has supported you, because **almost a quarter of close friends say seeing your progress makes them more likely to visit your store**.

Photo tip: Add a photo of you or your team. The main reason people purchase is to support you.

DAY
5

COPY + PASTE

Thank you to everyone who has ordered! We've raised [AMOUNT] toward our goal of [GOAL] for [TEAM/ORGANIZATION]. There's still time if you want to help us keep going. The fundraiser ends at [END DATE]: [STORE LINK]

POST DURING THE FINAL 24 HOURS

Post on social media near the end of your fundraiser. **Sellers are about a third more likely to get an order than when they post mid-fundraiser**. Include the fundraiser deadline and use a new photo to keep your post feeling fresh.

DAY
6

SOCIAL CAPTION

Our fundraiser is almost over. My Double Good Pop-Up Store closes [DAY, DATE] at [TIME].

We've raised [AMOUNT] toward our goal for [TEAM/ORGANIZATION], and every order helps support [WHAT THE FUNDS WILL PAY FOR]: Here's my link: [STORE LINK]

Thank you to everyone who has ordered so far!

TEXT A FRIENDLY LAST CALL

Text your closest circle one more time and clearly share when your store closes. **Nearly 1 in 5 buyers mean to support but forget**, so don't be shy about one more text. Plus, people are more likely to order on the last day than any other!

DAY
7

COPY + PASTE

Friendly last call! My Double Good Pop-Up Store closes today at [TIME], and I'd really appreciate your support.

No pressure! Just one final reminder in case you were planning to order: [STORE LINK]

Thank you!