



How Does a Parent Group Get Started with TDT?

First, each group member will want to **listen to a Tickling Dragon audio play**. You can easily do that from Tickling Dragon's [homepage](#). In fact, why not listen with your child at bedtime tonight? You will hear how special they are and create a unique memory with your child. Plus... it's easy, FREE and fun.

Your group will then want to **RETHINK its fundraising strategy** with the primary goal being, the best return on investment. For example, if your goal is to raise \$10k for the year, would your group rather sell 1,300 candles or 20,000 candy bars? Maybe your group wants to end a labor-intensive event like a gala or fun run? But collectively, **30% or as much as 70% of your group's already planned activities can be REPLACED with the more profitable and passive TDT model.**

For the TDT model to be a HUGE success (80% - 90% participation), your parent body **needs to trust and believe**, their participation, i.e., the purchase of a TDT subscription, **will SUBSTANTIALLY LESSEN** their commitment of time, money and resources expected of them over the next year. Said another way, a fair **TRADE OFF** as opposed to an **ADDITIONAL** commitment.

Just as important to any buy-in strategy, would be to **let your parents know HOW the money raised will be spent**. Wouldn't you agree, it's always easier to part with your time and money if you know the reason for your sacrifice? **So be specific in naming your school's projects or events the money will benefit.** It's just a smart approach for ANY campaign's success requiring a significant buy-in.

We have any number of tools available (brochure, letters, social media, etc.) to assist in announcing to the parent body your group's decision to go with TDT as a primary revenue source. And, we would be more than happy to help create **customized communication** to encourage optimal parent participation.

Communicating to your parents the value of TDT is the ONLY action we do together.

Because all the remaining details and work are handled by Tickling Dragon's website and capable staff. Everything from receiving your parent's orders, their weekly deliveries, payment collection, satisfaction follow-up, and... the cash disbursements and reports to your group.

Action Checklist

1. Listen to a Tickling Dragon audio play via the [TicklingDragon.com](#) homepage.
2. RETHINK your group's fundraising strategy to choose the activities TDT CAN REPLACE.
3. Choose how to announce (letter, email, etc.) the TDT program to your parent body.
4. Communicate to parent body:
 - Excitement for TDT's value to your children, parents & school.
 - Announce the group's revised fundraising strategy.
 - Tell parents exactly how the money raised, will be spent.
 - **Ask parents to participate by purchasing a subscription at [TicklingDragon.com](#)**

Then... Click play, listen happily ever after, and look forward to your group's first donation.