



## Fundraiser Success Guide



## Planning/Pre-Sale

Every successful fundraiser starts with planning. Identifying your needs and setting specific financial goals are important first steps in having a profitable fundraiser. By following the steps below, your fundraiser can have a clear plan to follow from the beginning to the end.

### **Step 1: How much do you want to raise?**

Every fundraiser should have a specific financial goal. It should have a goal for earning and a plan for how it will be spent. By having a definite purchase or trip in mind, volunteers and purchasers can be motivated and focused

### **Step 2: Timing**

How many fundraisers are you planning for the year? It is best to space them out. This gives a chance for volunteers to rest and for purchasers to recover from the previous fundraiser. You should also follow up a more expensive fundraiser with a lower cost one. Also consider the fundraising calendar of other organizations in the area.

### **Step 3: Plan Incentives**

Fundraisers that offer incentives to motivate sellers are more successful than fundraisers that do not offer them. Our fundraiser does not offer toys and prizes as an incentive, but we do work with schools to plan exciting, low cost incentives that are more successful. Some of these ideas are competitions between grades, raffles, parties etc.

### **Step 4: Volunteers**

Volunteers will make your fundraiser a success. You will need volunteers to hand out packets to each seller, record orders and to break down the bulk order into individual orders. You may also need volunteers to help with any planned incentives. Many groups often recruit volunteers in advance to make the fundraiser as smooth as possible.

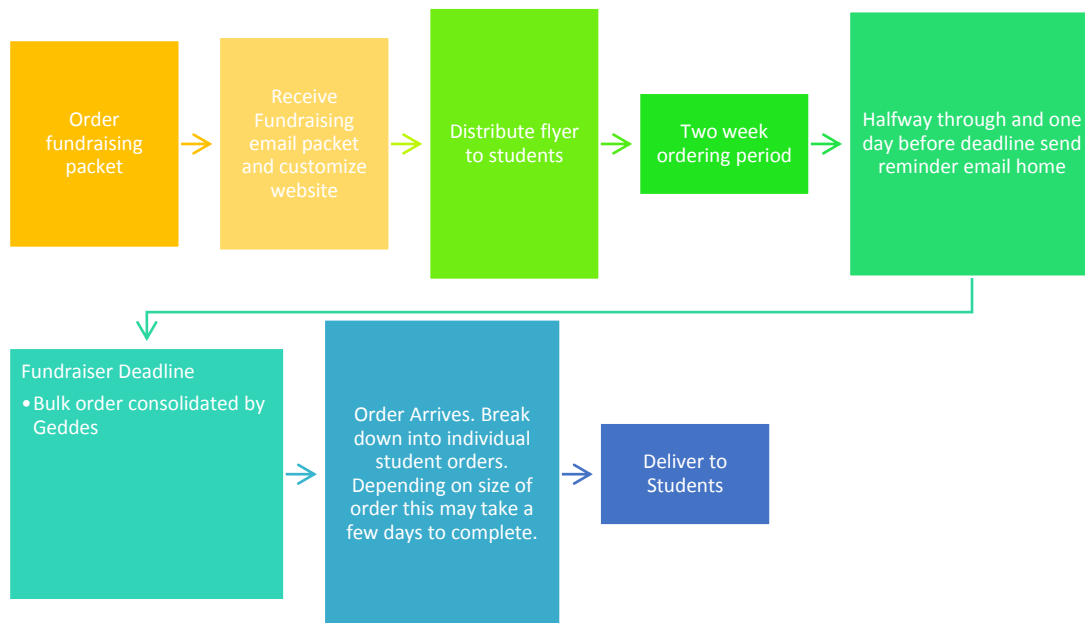
### **Step 5: Kick Off/Advanced Notice**

Starting a fundraiser off with momentum often helps to keep the sellers motivated. By announcing the fundraiser and the incentives in advance, sellers will be excited to start selling once the fundraiser starts. Some organizations have success with a kickoff meeting/assembly to hand out flyers.



## During the Sale

The typical sale period is usually 10 days to 2 weeks. Sellers will need to remain focused on the sale and the fundraising goals.



### - **Advertise Incentives**

Most young sellers like to compete for incentives. Include a list of incentives with the fundraiser flyer. If the incentives include a competition, announce the progress to keep the competition lively.

### - **Reminders**

There are several types of reminders that you can send. PA announcements are helpful to keep students aware of the fundraiser. Email or flyer reminders can be sent home to remind parents of the sales goals and end date. It is recommended that you send reminders half way through and one day before the fundraiser is over.

### - **Contact Volunteers**

Any volunteers that have signed up should be notified of when you will need their help.

## Post Sale

After the sale it is important to communicate to all participants. This communication should be a thank you for all the sellers and volunteers, along with a final report on its success. All of the incentives should be completed within a couple weeks of the products being distributed.