☐ Set your fundraising goal ☐ Plan your fundraising dates (we recommend at least 2-3 weeks) ☐ Contact Trees for a Change to set up fundraising page ☐ Create incentives to motivate participants. These can include: o Class or group competitions Announced daily or weekly tallies of sales o A thermometer type record of progress toward your goal A star chart to track individual sales o Prizes like a pizza or ice cream party for reaching individual or group goals ☐ Inform participants and/or parents about the fundraiser in advance ☐ Train participants in using appropriate sales techniques- online and in-person sales pitches ☐ Share the information about your fundraiser far and wide ☐ Keep fundraising period to the planned dates ☐ Check online sales reports from Trees for a Change ☐ Wrap up fundraiser, receive check and cards from TFC ☐ Distribute Tree Gift Cards to participants or mail directly to buyers ☐ Reward your top sellers ☐ Thank your volunteers ☐ Enjoy your profits and knowing you helped a National Forest!

Trees for a Change Fundraising Coordinator Planning Guide

Tips for Success

- Remind participants that by selling Tree Gift Cards they are not only helping their school or group, but they are also helping America's forests and the animals that live in them.
- Making the purpose and goal for the fundraiser clear to participants, volunteers and potential buyers will create more buy-in and interest in participating.
- Encourage each participant to make a list of potential customers and set a personal goal.
- Advertise your fundraiser in different ways, like posters, flyers, email, social media.
- Consider how this might be a learning opportunity for participants. Can you use this Trees for a Change fundraiser to teach members of your group about trees, forests, forest fire, carbon offsets, recycled paper, running a business, advertising, math, or teamwork?