

Tips for a Great Fundraiser Campaign

Successful steps for a profitable fundraiser programs

- Select a fundraising program.
- Planning session – when to start, when to end
- Set financial goals, share with group what the proceeds are for. Set individual goals.
- Fundraising time frame (we recommend 3 weeks for a fundraiser to stay focused) and make sure you stick to the set time!
- Alert community about fundraiser.
- Promote fundraiser through parent letters, posters and community announcements.
- Hold a "kick-off" rally, which educates the kids & parents on the fundraising programs, and build enthusiasm to reach fundraising goals. Sample the products.
- Start the fundraiser!
- Share ideas with the group where the best places are to go to get great sales. Door to door, Fire Departments, Doctors offices, Restaurants, Convenience stores, Wal-Mart Day, Concession Stands, Parents Offices (does their office have a coffee service company? Get them to buy a month or two worth of coffee.)
- Advertise for repeat sales.
- Once the fundraiser is complete, collect the order forms and money.
- Tally the results.
- Schedule delivery date with fundraising company.
- Set time and place for student and parents to meet to pick up delivered products. Have parents and or teachers to volunteer to help distribute product in an orderly fashion.



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