



EZ Fundraising Dollars

10 Helpful Tips to Organize Your Next Fundraiser

1. Plan Ahead! It wasn't raining when Noah BUILT the Ark!

Take some time well in advance of your fundraiser to meet with your group executive. A well-coordinated plan ensures that you **have all the bases covered, literally**. How many people do you have selling? What should their targets be? Is there a specific area they can cover? How is the money collected? Go over all the details before you launch your campaign.

2. Appoint a Captain for Your Fundraising Ship.

Having a Coordinator in charge of the fundraising campaign gives all your sellers **one point of contact** if they have any questions or issues. Ideally, this person should be well-organized, personable, be able to delegate and have some experience in balancing books and handling cash.

3. Set a specific timeline for your Fundraising Campaign.

It's important to manage the time of your fundraiser. If your campaign runs too long, your team runs out of steam; too short and you limit your prospects. **The best fundraisers run 17 days**, including 3 weekends. This means starting your campaign on a Friday, so why not have a kick-off event? Be sure to note the return dates on your forms, and even mark it down a couple of days early to accommodate those inevitable late orders.

4. Set out your Fundraising Kit ahead of time.

Getting your Fundraising information out to your members as soon as you can will **build the excitement for your campaign** and whet their appetites for the product. It gives them time to review what they will be selling and think of people outside their assigned area who may be interested in the product.

5. Get the word out... ADVERTISE!

There are many low-cost ways to let your community know about your pending fundraiser. **Public Service Announcements**, or PSA's, can be faxed to local radio and television stations, but be sure to send in your notice at least two to three weeks ahead of time. **(See Tip #1!)** Put a notice in your newsletter or e-zine (if you have them) or in school newsletters or church bulletins if appropriate. Put it on the **first page** of your web site. Email your friends and family to let them know about your fundraiser. And good-old traditional posters still work wonders!



6. Pick the right time of year.

The fall months are a great time for fundraising. You can even **contact local businesses and corporations** who may be looking for gift ideas for customers and employees at Christmas!

7. Build in Incentive Plans.

Make your fundraising campaign even more professional and motivate your sellers to perform. In business, top sales people are rewarded with great prizes for exceeding their targets. Come up with some ideas for prizes that would **recognize your top sellers** — something that would add the incentive to knock on more doors and increase their odds of coming away with a cherished prize of their own.

8. Assign the funds to those who did the work.

Many groups will **offer each member the profits of the fundraiser**, or a portion thereof, to be “banked” toward future use and application. For example, a dance studio might take the funds an individual dancer raised and put it toward workshop fees or travel costs for a summer school.

9. Put “Ma Bell” to work for you!

As your campaign starts to wind down, you need to get volunteers wrapping up their sales. Have the Coordinator phone Team Leaders and volunteers to **remind them that the campaign ends in three days** so they need to get their sales complete and their orders in. **Use your email or e-zine** to that end too... the technology exists, so use it!

10. Whenever possible — GET SAMPLES!

Order a sample of the product for each member selling. Remember: **Having a sample set to show prospective customers has been proven to DOUBLE SALES.**

There you have it! Put these suggestions to work, and you can realize your goals for a FANTASTIC fundraiser!

And if you need any help, we’re only a phone call or mouse click away!



EZFundraisingDollars.com

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