



Need some ideas to make your fundraiser successful?

1. **Set clear goals.** We've seen that groups with defined goals have much more successful sales!
2. **Communicate your goals to students and/or parents.**
You'll receive an email a week prior to the start of your fundraiser. It will have some helpful attachments you can print & hand out to parents & students:

Parent Letter. Print & send home with forms to let parents know details about the fundraiser.

Top Ten List & Who Can I Sell To? Print this double-sided handout for students to help reach goals.
 - Your order forms & posters will be sent soon.
 - Put up posters to remind everyone of the delivery date & date for turning in forms.
 - Post about the fundraiser on your website or Facebook page. (instructions on next page)
 - Encourage students AND parents to use social media to help them sell! (instructions on next page)
 - Put up a Goal Thermometer to keep everyone updated on the success & generate excitement.
3. **Offer No-cost Incentives.** What will appeal to your group? For younger children, offer "Teacher for a Day" or extra recess time. All students (no matter their age) will love a Homework Pass!
4. **Start and end your fundraiser on time.** If possible, hand out the order forms in time to give participants an extra weekend to sell. Stress to them how important it is for everyone to take part & make sure they know WHY they're fundraising. Remind them to turn in their orders & money collected by the Turn in Date on their forms.
5. **Submit your orders on time.** You'll receive an email with a link to your online ordering link about halfway through the sale. Enter & submit your totals as soon as your sale is ended so that your order can be placed in time to keep your original delivery date.
6. **Be prepared for delivery day.** Keep track of the order forms & have them on-site on delivery day. You'll receive a Delivery Confirmation email 2-3 days beforehand. You'll need to verify the details & provide us with some information so our drivers know where to park & unload. Having order forms in alphabetical order will help speed up the delivery process. If your check has not been mailed in advance, please have it ready at delivery.
7. **Post to social media.** Don't forget to post to your group's Facebook Page, and encourage sellers (and/or parents) to post to their pages. See sample posts on next page.

Be sure to include in your Post:

1. Picture of the pastries (from our Facebook page) or a picture of the order form, front & back
2. Purpose for the fundraiser
3. Goal you're trying to reach
4. Flavors available
5. Prices of each flavor
6. Dates of your sale & delivery
7. Your contact information
8. A thank you
9. Tag us so we can **share** your post too! @musiccityfundraising

Example from our page:

photos.
Sep 15, 2016 at 5:17pm •

The band at Greenbrier Middle School is starting their Butter Braid sale today and you have 2 weeks to stock up! Delivery will be October 19th.

This year, to celebrate the 25th Anniversary of the Butter Braid pastry, we're introducing the new savory Four Cheese & Herb pastry! It's YUMMY!

Flavors this year are Apple, Cinnamon, Cream Cheese, Strawberry/Cream Cheese, Caramel Rolls (all \$14), Double Chocolate & 4 Cheese (\$15 for these premium items.)

Please share this post to get the word out & contact any band member to purchase them!

Like Comment Share

Write a comment...

Example from one of our schools:

HOME ABOUT PHOTOS POSTS COMMUNITY

Sep 3, 2015 at 3:17pm •

We have officially kicked off our BUTTER BRAID FUNDRAISER!!! Today or tomorrow your child will be bringing home a order form for the delicious Butter Braid. Please take this form around and share it with friends and family. All orders need to be returned by Sept 18th. Thank You everyone for participating.

Many delicious flavors... One important cause!

The pastry that has it all! The One and Only - Butter Braid® brand pastry!

chaw rise bake

www.butterbraid.com

You and 6 others 10 Comments 14 Shares

Like Comment Share