

3 Steps to a Successful Fundraiser!

1. Set a Goal

- **Why do you need money?** (Examples: a specific piece of equipment, new team uniforms, travel expenses to a conference or competition, etc.)
- **Be specific** when setting a fundraising goal. If the goal is meaningful to parents, faculty, administrators and students, your chances of success are greater.
- **Make sure your sellers know how you will spend the money** and their personal benefits. This will motivate them, keep them focused and help with their sales pitch.
- **Make sure your sellers know the specific reason you are fundraising so they can then communicate that goal to potential buyers.** Buyers are more willing to make a purchase when they know their money is going towards a specific cause.



2. Create a Plan

- A timeline is very important. **Choose a beginning and end date** – usually 2 to 3 weeks.
- **Break down your dollar goal per participant and per week.** That way, everyone can measure individual performance. Be sure to emphasize the profits you will raise if all participants reach their goal
- **Delegate Duties.** Recruit a Committee – The advisor should not try to do too much. We recommend 4-6 volunteers – fewer for smaller groups. This committee will help organize the activity and recruit any other needed volunteers. For example:
 - One person to take care of publicity
 - One person to pass out or email reminders and updates
 - Two persons to manage money collection and tallying
 - One or two persons to manage delivery logistics
 - A team to put together sales packets for students to take home



3. Promote the Fundraiser – Advertise and Motivate

- **Advertise The Sale** (*We can provide jpg images of various kits*)
 - School newsletter
 - E-mails
 - Facebook page or group web page
 - Flyers and posters (around the school or local store windows)
 - School reader board or website
 - Homework hotline
 - At a Back-to-School-Night or Open House
 - Write-up in the local newspaper
 - Mention on a local radio station
- **Motivational Ideas** - Here are some motivational ideas to help make this your best sale ever!
 - **Conduct a High Energy Kickoff**
 - **Clearly communicate** your objective, timeline, goals and prizes established above.
 - **Provide all participants with catalogs and sample kits.**
 - **Make sure all participants understand the order and payment collection process.**
 - **Be sure to emphasize the objective** and goals participants are working towards **with enthusiasm.**
 - **Role Play** – One of the biggest priorities before sending individuals out to sell fundraising items is practicing what they will say to potential supporters. If they have practiced it aloud several times, they will be much more comfortable when the moment presents itself.



Sample Script (*with enthusiasm and a smile on your face*):

State your name!

Hi, my name is

Who are you with?

I am with the

Why are you raising money?

We are raising money to/for

How are you raising money?

We are offering these _____ (put the brochure or product in their hands.)

Ask for the Sale!

Would you help us out by purchasing a first-aid kit for your family, your business or as a gift?

