

FULL SERVICE FUNDRAISER GUIDE

School/Organization Name: _____ ID#: _____

STARTING OUT: *DETERMINE DATES & PLAN AHEAD*



- ✦ Decide your fundraiser dates. (▶ Tip: it's helpful to plan a fundraiser around an event; such as Back to School or Parent Night)
- ✦ Start Date: _____ End Date: _____
- ✦ Sign the Full Service Fundraiser Agreement provided by your Mixed Bag Designs Sales Rep.
- ✦ Fill out the Info Sheet provided by your rep to get your fundraiser going! The info sheet will include custom info for us to include on your Parent Letter, your choice of prize program & more.



RECRUIT VOLUNTEERS

- ✦ Teamwork works best. (▶ Tip: offer signup sheets for each fundraising task)



RECEIVE YOUR SELLER PACKETS & DISPLAY KIT

- ✦ 1-2 weeks after you approve your custom Parent Letter, you will receive your stuffed Seller Packets & a Display Kit!
- ✦ Use your Display Kit to promote your upcoming fundraiser! (▶ Tip: be sure to display products & posters in popular, high-traffic areas where parents will see them)



KICK OFF YOUR FUNDRAISER: *ON OR DAY BEFORE START DATE*

- ✦ Organize a short assembly or morning announcement to kick off your fundraiser! Play a video showing the products & prizes while you distribute the Seller Packets.
- ✦ Follow up with an email to parents reminding them to look out for the Seller Packets.



PROMOTE & REMIND: *ONGOING THROUGHOUT FUNDRAISER*

- ✦ Now your fundraiser has started - it's time to sell, sell, sell! Set up phone chains & email blasts to remind parents about due dates & turning in orders.
- ✦ Post on social media channels & your community's website about the Fundraiser.
- ✦ Send out emails to encourage family & friends to support your fundraiser by shopping online.



COLLECT & SEND IN YOUR ORDERS

- ✦ Collect orders from sellers & send to Mixed Bag Designs in the pre-paid FedEx envelope we provided with your seller & order.
- ✦ Main order will ship within 2 weeks of date we receive payment.



ONLINE ORDERS CONTINUE

- ✦ People can still shop online to support your fundraiser even after you've closed your catalog sale. You will continue to earn 40% profit on online sales that contain your Fundraiser ID through the end of the season. Keep pushing online sales by sending out email reminders.



DELIVERY DAY

- ✦ This is a big day & you'll want a couple of volunteers to help with distribution. Each seller's order will be packed individually. (▶ Tip: a good way to stay organized is to sort orders by classroom or alphabetically)