

HIGH PROFIT 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 Fundraiser Agreement online in The Chair's Office.



RECRUIT VOLUNTEERS

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



SELLER PACKETS, DISPLAY KITS & PARENT LETTERS: *2 WEEKS PRIOR TO START DATE*

- ✦ Order your Seller Packets, Display Kits & download a Parent Letter in The Chair's Office.
- ✦ Have volunteers help stuff Parent Letters into Seller Packets.



SET UP A DISPLAY: *1 WEEK PRIOR TO START DATE*

- ✦ Use a 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.



REVIEW ORDERS, CLOSE & PAY: *3-4 WEEKS PRIOR TO DELIVERY DATE*

- ✦ Get those orders in - it's time to close your fundraiser! Review all orders entered & also close your Fundraiser in the Manage Your Fundraiser section.
- ✦ 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)