



CAFECOSA'S SECRETS FOR SUCCESS

Tips for Organizers

CLARIFY YOUR GOALS-PREPARE YOUR PARTICIPANTS

Set Goals – Know why you are raising money and exactly how much money you want to raise – is it for a new playground? Football uniforms? A senior trip? Make sure everyone understands the goals.

Less is More – Don't overwhelm your participants or parents with too many fundraisers. Studies have shown that doing just 3-4 good fundraisers every year is more effective than doing 8-10 different fundraisers. Prevent fundraiser fatigue!

The Devil's in the Details! – Clearly explain the process to participants. Make sure they understand how to fill out the order form, to whom checks should be made out, and the important dates of the fundraiser. Be sure your participants understand their individual importance to the success of the group.

PROMOTE YOUR FUNDRAISER

Know your Story – Now that you've set your goals and you know why you are raising money make sure you let your customers know as well. Your reason for raising money is the most compelling reason to purchase. Good products count – but an important mission is key.

Tell your Story – Put together a press release or short article for your local newspaper. Tell people what you are doing and why you are doing it. Describe the products (and why they are so great!), request help from readers, and tell them how long the fundraiser will be going on and how they can participate.

Places to circulate your article:

- Email Newsletters
- Organization Website
- Church, Local Stores, School, Work, Gym, Library
- Organization Events

Call your Contacts – Encourage participants to make a list of friends, family & neighbors and to then contact them via email and telephone! This is much easier (and safer) than going door-to-door. Also, don't forget to follow up!

STAY IN TOUCH!

Keep a Calendar - Regularly remind participants of deadlines throughout the process.

- Send a reminder letter home with parents or email participants half way through the fundraiser.
- Have extra brochures on hand in case participants lose them.
- Consider offering creative sales incentives to keep participants excited and involved.

