



## **Fundraiser Administration, Selling, and Safety Tips**

Here are a few tips that may help your organization run a successful fundraiser! If your organization has tips that you would like to share with us, please send us an email so we can spread the word.

Thanks!  
- Darcie

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### **Fundraiser Administration Tips**

1. Appoint a chairperson or coordinator. Consider someone who is reliable, has enough time to devote to the program, has good organizational and communication skills, and whose personality is a good fit for the job.

Also, consider creating a committee:

- Select one adult per 20 participants
- Maintain a list of members and their phone numbers
- Make one person responsible for collecting the money
- Remember to delegate tasks and responsibilities!

2. Understanding your Fundraising Campaign
  - Why are you fundraising? (What are the goals of the organization beyond raising funds?)
  - How much money does your group need to raise?
  - What are the expenses of the group?
  - When will you start your fundraiser? When do you need your funds?
  - Do you have a volunteer base to help organize and run the fundraiser?
  - How many active participants will be involved in the fundraiser?
  - How important is the ease of administration?
  - How would you rate the success of your previous fundraiser?
3. Organizing A Successful Campaign

#### **Planning your Campaign:**

- Set an objective: The objective you set for your group should include a financial figure, as well as a tangible element. For example, a group must raise \$2,000 to pay for new sports equipment, as well as traveling costs to the State Competition.
- Set a deadline: Your campaign should run a maximum length of 2-3 weeks. Keeping the campaign short will keep your participants motivated and on track.

- Know your group: Know the number of active participants you will have will help you organize a sales strategy. This will help determine which geographic area to be covered by the participants, as well as the best time to solicit donations.
- Motivation is key: Maintain close contact with participants and give them motivation and encouragement. A positive role model in the group is important to raising money and to showing kids that time and effort are required for success.

#### Managing Your Campaign:

- Promotion: Promotion and word of mouth is critical to your success. Spread the word throughout the community!
  - Discuss the fundraiser at meetings and social events
  - Post ads and motivational signs within your organization and at events
  - Announce your fundraiser in your organization's newsletter(s)
- Money collection: Participants should ALWAYS collect money when they take an order. When submitting the Master Order Form, double-check that all information and funds are present. Keep copies of all order forms and Master Order Form for your records or for potential tax implications.
- Delivery: Once you have placed your order, allow 2-3 weeks for delivery.
- Tallying and packing orders: It is a good idea to solicit volunteers in advance to help with these tasks – especially on the day the order arrives. Appoint a chairperson to oversee and coordinate these activities and help double-check orders for errors.

#### Incentive Prizes:

While not all fundraising campaigns need additional incentives to motivate the participants, here are some ideas to celebrate success as a group AND individually:

- Individual completion prizes: Everyone who sells a pre-determined minimum amount receives a cash prize, movie tickets, or any other prize available.
- Best-seller prizes: Reward the person who raises the most money, or sells the most units.
- Draw prizes: Enter every participant who sells a pre-determined minimum amount into a drawing for cash prizes or other merchandise.
- Intangible prizes: These are often the most effective at generating incentive among participants. Example, have your teachers agree to come to school in a silly costume! Creativity is important and can help make your fundraiser a true success.

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## **Selling Tips**

Here are a few sales tips that we have heard from past customers.

- Figure out how many bags each participant must sell to meet your goal.
- Make a list of friends, family, neighbors and create a personal sales goal.
- Be clear about the purpose of your fundraiser – “our group is raising money to finance our annual ski trip.”
- Always have your order form near you so that you can answer any questions your potential supporter might have about the product.
- Sell multiple bags to each customer – 2 or 3 bags per customer will speed up the process and save time when you deliver the coffee. Suggest that customers purchase a few weeks worth of coffee – that’s 2 or 3 bags.
- Suggest coffee as an exotic gift idea – coffee delivered directly from Costa Rica!

Remember to always thank your potential supporters, regardless of contribution!

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## **Fundraiser Safety Tips**

Child safety is important to us. Here are some tips that will make for a safer fundraiser when kids are involved.

- Encourage parents to be involved in the fundraiser – the more parental involvement, the more successful the fundraiser will be for all.
- Encourage participants to contact their lists of potential supporters by telephone if a parent cannot be with them in person
- If the participant is considering door-to-door sales we strongly suggest parental supervision
- Children should not carry money unless accompanied by an adult
- Fundraising after dark is best done on the telephone or with adult supervision