



FUNDRAISING TOOL KIT

Much like any successful sports team/group, fundraising requires that everyone involved pay close attention to executing the details. The tips, tools and techniques included herein are designed to help you execute an efficient and profitable fundraiser. By avoiding shortcuts and following the step-by-step instructions we describe, you are much more likely to meet or exceed your fundraising goals.

HOW TO HAVE A SUCCESSFUL FUNDRAISER

Establish a Goal: Set a specific dollar amount that you are trying to raise as a group. Ensure that everybody knows what it is you are raising money for. Do you need new equipment, uniforms, travel fees, registration, etc?

Delegation is Key: Don't do it alone. As a Coordinator/Leader your time is important and you may be too busy to head up fundraising yourself. Assign your assistants or volunteers important tasks.

Timing is Everything: Fundraising typically has the best success right at the start of the season. The excitement will drive participants to be more passionate about their fundraising.

Urgency Matters: Shorter really is sweeter. Fundraisers should last at least 7 days, but continue no more than 30 days. Once you go past 30 days participants lose sight of the goal and become more complacent.

Own It: The Coordinator/Leader must claim ownership of this fundraiser by actively leading the members and volunteers. If the leader is excited, everyone else will be too! Your fundraiser will risk failure if you are not fully engaged.

Hold Accountability: Require everyone to be involved. There is no "i" in TEAM. Everyone will be accountable for **X** amount of cards and will be turning in **X** amount of money.

Increase Participation: Make sure everyone knows the goal and what you are looking to obtain from your fundraising efforts. Everyone is unique, so allow him or her to use his or her individual strengths while fundraising.

Recognition: Praise goes a long way and motivates participants to go above and beyond.

Stick to the Process: Trust our experience, as our proven methods really work. If you follow each step and use each form properly, your chances of having a successful fundraiser will increase.

Have Fun: We all know that fundraising can be challenging, but leaders who make it fun tend to be far more successful.



FUNDRAISING TIMELINE

Now it's time to layout your fundraiser and schedule tasks you will want to include in your timeline. By creating your timeline, it can also serve as a "to do list" and it can help you be more organized. You'll also be sure to help everyone stay focused and have a successful fundraiser.

One to Two Months Before Your Fundraiser Begins

- Get your order form sent to fundraisers@4hab.com
- Ask for volunteers, if you have a big group split into two teams
- Set a date for your kick off meeting
- Set a start date for your fundraiser to begin
- Announce plans for your upcoming fundraiser
 - Let them know what your goal is and what you will be raising money for

Two Weeks Before Your Fundraiser Begins

- Ensure volunteer responsibilities for fundraiser
- Make sure cards are divided and ready to be distributed
- Make copies of Sales Materials and place in packets along with cards
 - Parent Letter
 - Participant Script
 - Highlights Page
 - Sales Flyer
- Create a fundraising thermometer to show how much money is being raised and how close you are your goal

Kick-Off Meeting/Fundraiser Begins

- Explain fundraiser
- Announce goal and what's expected of each participant (# of product/\$ amount)
- Hand out product and Sales Materials
- Reveal teams if splitting into groups for competition
- Introduce competition for incentives/rewards
- Announce Fundraising Game Plan that outlines checkpoints and end date of fundraiser—check points allow you to discuss your team's progress, make any necessary modifications to your plan, and otherwise discuss any issues
 - Check Point 1 (Date) Goal: (\$) 50%
 - Check Point 2 (Date) Goal: (\$) 90%
 - Blitz Day/End Day (Date) Goal: (\$) 100%



During Your Fundraising Sale

- Check the progress with the volunteers
- Include updates at each check point
- Fill in fundraising thermometer to track your progress and see how close you are your goal
- Collect money as you go
- Send emails to keep in the forefront of people's mind
- Remind everyone of your next check point or blitz date
- Blitz Day: Use as a final push sale—Go out with participants and sell door to door

After Fundraiser Is Over

- Collect final payment or unsold product (if allowing this option)
- Check tally sheets for accuracy
- Recognize group/individual top sellers
- Fill out survey (provided by 4-H AB via email)



FUNDRAISING GAME PLAN

Promote to Team

We need to raise \$:
For:
Each Participant
Accountable For product

Kick-off Date:

Location: Time:
Goal per Participant: Group Goal:
Sell Cards and Collect Money

Checkpoint #1 Date:

Goal: Time:
Cards Sold at Checkpoint: Participants at Goal:
Reward/Punishment:
Check progress and motivate group to reach goals.

Checkpoint #2 Date:

Goal: Time:
Cards Sold at Checkpoint: Participants at Goal:
Reward/Punishment:
Check progress and motivate group to reach goals.



SALES TIPS

Below are some sales techniques that have proven successful for other fundraising groups. They are all great tips, so pick a few that you would like to implement and prepare a plan of action to ensure they are ready once you kick off your fundraiser.

Top 12 Selling Tips

Suggestion #1: Include the Fundraiser Cost in Your Membership

Forget the hassle of planning, organizing and running a fundraiser when you can just include the fundraising cost in your registration or membership fee. For example; Include at least two TriQuest Discount Cards in your fees. Explain to families that they can keep one for themselves or sell both of these cards to friends and family. No need to spend anytime fundraising, it's already done!

Suggestion #2: Fundraise in Front of a Grocery Store

Contact the store manager of local grocery stores and ask if they will let you sit in front of their store and run your fundraiser. Pick a store in a high traffic area and pick a busy shopping day (usually Friday, Saturday, or Sundays are best). If your participants have uniforms, be sure to wear them.

Suggestion #3: Fundraise in Front of a Participating Merchant on the Network

For example with the discount cards: Find a repeat-use coupon with a good offer that people would use in the area, such as a pizza place, sporting place, recreation attraction and print up a bunch of their coupons. Let people know that they could save today with the TriQuest Card and every other time they come back for an entire year. Bring the Sales Tools, wear a uniform, and always ask the manager for permission beforehand.

Suggestion #4: Ask Local Businesses to Help

Any retail place that has a good amount of traffic walking in their doors is a good place to start. Ask if they would be willing to put your Sales Flyer on display at their front counter or around the waiting area. Car washes and auto shops are good places to target because people are waiting for their cars and have ample time to read your Sales Flyer.

Suggestion #5: Use Your Own Resources to Advertise

Do any parents own a business where they would be willing to put up a Sales Flyer? Would they be willing to post on the billboard for a week advertising your fundraiser? Ask parent's to take these Sales Flyers to their work and post them in the break room.

Suggestion #6: Fundraise at Your Own Event or at a Local Community/Sporting Event

If you have your own events and activities already planned be sure to make the products you are selling available for purchase. You can have the speaker announce the products and let people know how they can support your group. If you are at a community/sporting event get permission to walk around or sit by the ticket gate to help sell your products.



Suggestion #7: Send 5 Products Home with Each Family

Most groups conservatively sell 10-20 products per participant so five are not unreasonable. Challenge each family to buy one, sell two to family members and another two to friends. They will see how easy the products sell themselves and they will be asking for more! Good thing there are no re-order minimums—you just might be placing another order.

Suggestion #8: Organize a Presale Fundraising Campaign

Some groups turn this into a telethon and start calling people before they even hit the pavement running. Commit people to buying your product so that you are not wasting any time. The earlier you start, the faster you can reach your fundraising goal.

Suggestion #9: Hold a Blitz Day to End Your Fundraiser

The Blitz Day is a focused, one-day fundraising blast that will help you finish your fundraiser on a positive note. A Blitz Day should account for less than 20% of your total sales, but it typically will raise new money that otherwise might have been left on the table. A one day, focused event also helps you wrap everything up. This means you and your volunteers won't be chasing money and left over product for weeks to come.

Suggestion #10: Use Email to Expand Your Reach

Use the networks that you already have and reach out to those people that you don't see on a regular basis. Let them know that your group is selling a great product and you'd love it if they would support you. Email them the Sales Flyer and let them see how the savings really adds up!

Suggestion #11: Use Social Media Sites to Fundraise

Have your participants use social media sites such as Facebook and Twitter to create awareness about your fundraising product.

Suggestion #12: Use the Media as a Way to Advertise

Do a print ad in a local newspaper or community pages. If the news comes to any of your events, do a quick blurb on the fundraiser and how people can contact you to order your product.