



FLORISSA FUNDRAISING

EST. 1928

TIPS FOR SUCCESS

The best part about being involved in fundraising is the satisfaction you gain from supporting a great cause and the success of achieving goals that benefit everyone.

- 1. Excitement easily catches on.** Select enthusiastic and organized individuals as fundraising coordinators or contacts. Having two contacts ensures there is a back-up and that someone is available to answer questions.
- 2. Never run a fundraiser before?** Our on-line program makes it easy!
- 3. Easy access to info.** Everything from posters to kick-off and wrap-up letters are downloadable.
- 4. Set clear beginning and closing dates for your fundraiser.** Florissa recommends a 2-3 week period for energetic and motivated campaigns. Check the events calendar in your area to make sure your fundraiser doesn't compete with other activities.
- 5. Set an attainable goal for the group to achieve.** Make sure that everyone knows that their individual efforts are appreciated and benefit everyone.
- 6. Prepare a kick-off letter.** Describe the purpose of the fundraiser, the financial goal, sales potentials, and running time frame. (We have a sample to download.)
- 7. Hold a kick-off meeting.** Introduce the fundraising coordinators, review the website and identify potential customers.
- 8. Spread the word through social and local media.** Send out a post that people can 'like' or link to on facebook. Put up posters at the school, workplace, church community board, and local coffee shop.
- 9. Set a date for customers to pick up their purchases.** Enlist one or two volunteers to help with handing out the pre-packed orders (for those that chose **Free Shipping**), which will be sent to one location. All other orders will be shipped directly to individuals homes.
- 10. Thank customers for their support.** A thank you email sent out to the supporting customers sharing the success of the program will encourage participation and contribute towards the success of future fundraisers.
- 12. Share the results of your fundraiser and celebrate success as a group.**

BEST OF LUCK WITH ALL OF YOUR EFFORTS!



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