



# 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. However, you may run the fundraiser for the whole period if you wish. 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.** Promote it on all social media accounts your group is connected to. Link and like them, and ask others in your group to do so as well. Put up posters at the school, workplace, church community board, and local coffee shops.
- 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!**



**Van Noort Bulb Co. Fundraising Program**

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