

FUNDRAISING 101

- 1. Set an intention.** How much money would you like to raise? This is the best way to determine which kind of fundraiser to do, and how to measure success!
- 2. Share your vision.** Focus on what your group can do once you reach your fundraising goal. This helps your group stay motivated, and gets your buyers connected to your mission and your vision!
- 3. Prepare.** Give your group lots of time to get ready, and get your fundraiser on calendars and in newsletters. Teaser announcements and pre-sales may be a strategy to get people excited before you actually begin.
- 4. Save the date.** Establish start and stopping dates for your fundraiser. Success comes when everyone knows the goal. Most successful fundraisers happen within a 2-3 week window. With start and stop dates, you can avoid having your fundraiser drag on. Short fundraisers create urgency for your buyers and keep your group focused on the goal.
- 5. Align your fundraiser with your organization.** Would your buyers like to buy a seasonal food product or an inspirational product they'll cherish for years? What if you sold an item that your buyers can use as gifts? Offering items that your community connects to emotionally can make the difference between a good fundraiser and a great fundraiser.
- 6. Build your team.** Encourage parents, church members and teachers to support your fundraiser. The best fundraisers combine a great vision, a big goal, a thoughtful product and a powerful team.

Here's to your success!