

# *Discover New Ways to Start a Successful Fundraiser*

## *From: BP Tree Marketing*

- Step 1** Get an early start on this program with tips and suggestions from experienced group volunteers and [www.bptreemarketing.com](http://www.bptreemarketing.com)
- Step 2** **SET A GOAL**  
No fundraising activity should be without purpose and that purpose should be one that everyone can support.  
WHY DO YOU NEED THE MONEY?  
HOW MUCH MONEY DO YOU NEED?  
When setting the fundraising goal, be specific.  
If the goal is meaningful to your group, your chances for success are greater.
- Step 3** **Recruit a Committee**  
New fundraising chairs often try to do too much themselves rather than delegate. For example, assign one person to take care of publicity, two to handle money collection and record keeping and another to manage delivery logistics.
- Step 4** Select the dates and place them on a activities calendar to avoid overlap within your organization, to avoid conflicts with other events.
- Step 5** **Final Planning**  
Contact [bpmarketing24@yahoo.ca](mailto:bpmarketing24@yahoo.ca) and meet with your fundraising committee to review logistics. Make a list of materials that you'll be responsible for. Determine how many volunteers you'll need to execute the fundraiser at every step. Develop a master schedule of important dates for everyone to use. Include such details as: advance promotion details, arrival dates of sales material, deadlines for orders and money to be returned in and a wrap-up meeting to review the entire event.
- Step 6** **Two Weeks Before**  
Announce the fundraising goal again, and let everyone know when to be expecting their fundraising sales kits. Send e-mails or flyers to everyone involved.
- Step 7** **Several Days before**  
Touch base with [bpmarketing24@yahoo.ca](mailto:bpmarketing24@yahoo.ca) to confirm logistics. Contact all the volunteers and team leaders and remind them of their responsibilities and when they are needed.
- Step 8** **All Systems Go**  
This is when you start to congratulate yourself on all the careful planning. Everyone should have all they need to sell. If this campaign last more than one or two week period, make your final preparations to motivate everyone. Remind everyone of important deadlines, and the groups ultimate goals and what progress has been made. Make sure you monitor sales sheets and money collected.

**Step 9 Product Delivery**

Again, fundraising programs will vary widely. Sometimes products will be delivered or dropped off during the sale. Customers may be instructed to pick up the product. There are some instances that the product may go directly to the customer.

Have enough volunteers on hand to handle orders at the appropriate time. Have someone appointed to trouble-shoot missing orders.

Forward all appropriate paperwork (invoice, purchase orders) to the treasurer or bookkeeper to ensure prompt payment.

**Step 10 Evaluation**

Did your group meet or exceed financial expectations?

Communicate the final fundraising results to everyone.

Thank participants for their support.

Meet again with your committee to review the entire activity and take notes along the way.

**Step 11 Remember to Say Thanks**

Send Personal Thank You Notes

Send Fundraising Report Cards

Take out an Ad in your community newspaper Say Thank You

Consider investing in some customized t-shirts, pens or coffee mugs etc.

**Step 12 Take a Rest**

71% of groups are concerned and overwhelmed with too many fundraising campaigns.

Don't burn out your volunteers or customers. Today's working families only have so much money to go around. You can only go to the well so many times.

We advise organizations to concentrate on the fundraiser that makes the most money for their group.

A well-planned and executed fundraiser can more than triple the results of a few status quo programs. Volunteers will double their efforts if they know they're going to be tapped only once or twice a year for a worthwhile goal.

*BP Tree Marketing "Makes It Happen"*