

Crossing the finish Line 7 Tips for Closing a Fundraiser

The end of your sale can be as exciting as the beginning if you make a BIG DEAL about reaching your goal and give lots of attention to the volunteers who made that happen.

(1) REWARD ACHIEVEMENTS

Make sure that all who participated-even in small ways-are rewarded. Present personal and group awards after the products have been delivered. Announce dollars earned. Top sellers.

Display charts to give everyone a sense of achievement

(2) CELEBRATE

Make a fuss about special achievements. TELL EVERYONE!

“We did better than anticipated” Most of all talk about what you'll do with the money. Be specific. You might say “Because of the success of this sale, we can now fund a new field trip!

(3) SAY THANKS

Parent's and volunteers feel extra commitment to a project if their contributions are also recognized.

(4) SHOW APPRECIATION

Express gratitude. At your next meeting or assembly ask all who helped with the sale to stand.

(5) RECOGNIZE VOLUNTEERS

Broadcast the names of active volunteers. In your newsletter or by e-mail, list the names of all participants. Take photos of everyone handing out and picking up their orders and post these on your website or bulletin's.

(6) HAVE FUN

Remind volunteers that sales can be fun. Have a luncheon, serve cheeseburgers and milkshakes.

(7) GIVE AND GET FEEDBACK

Solicit volunteers ideas for how to improve the sale so all opinions count. Ask them how it went from their end. Was there anything they'd do differently or suggest you do differently next time? Think of things that would have made your job easier if you had known ahead of time.