

HOW TO MAKE THE SWEET FUNDRAISER WORK FOR YOU



1 Pick a Fearless Leader

Fundraising is a process that takes time and coordination. The most important thing you can do to ensure a successful fundraiser is designate a leader.

Find a teacher, parent, coach, director that can take ownership of your fundraisers success. Someone who knows the fundraising drill and has unwavering motivation to make your fundraiser a success will be invaluable.

Your fearless leader will need to set a plan and hold everyone accountable to sticking to the plan. This plan should include participation requirements, determine a goal, and establish a timeline with milestone check-ins.

Make Participation Mandatory

Yes. You read right. Mandatory participation. No. I'm not saying to punish kids for not fundraising. Rather position your fundraiser as a team or group effort that requires everyone to participate in order to be successful. Encourage mandatory participation by:

- 1.) Recognizing kids for their individual fundraising efforts weekly. For example, kid with the most weekly sales, kid with the most total sales, etc.
- 2.) Setting aside time during practice or a group meeting for kids to make sales calls to family and friends.
- 3.) Making a bet with your kids. For example, if every kid sells 10 boxes of fruit coach will dye his hair blue.

Set Fundraising Goals

Before anything else, know how much money you need to raise. Determine your budget and how much money you will need for trips, tournaments, equipment, etc. DO NOT start fundraising just to raise as much as you can, or you'll quickly find your fundraising team and buyers losing interest

Once you know what your group goal is set individual goals for your kids. The collective total of your individual goal should support your group goal.

Overall you want your goals to be challenging yet reachable. Set goal based on quantity of boxes sold and not on dollar amount.

For example, selling 10 boxes of fruit seems a lot more attainable than having \$350 in sales.

Establish a Timeline

Every fundraiser should have an established beginning and end date. Having a deadline motivates people to prioritize fundraising and helps keep your fundraising timeline in check.

It is a common misconception that the longer you run your fundraiser the more money you will make. This is not the case at all and in fact drags your fundraiser on much longer than necessary.

Ideally, pick two-to-three weeks and make your fundraiser a priority. Set aside time during rehearsal or practice for kids to fundraise together (more on running a Fundraising Blitz to come in later weeks).

Have kids bring their order forms to you weekly so you can check their progress. As mentioned above recognize kids for their individual fundraising efforts.

2 Plan Ahead

Get the Parent Letter to your parents two weeks before you start your fundraiser so they can start thinking about it.

Make sure your fundraisers have a blank copy of The Customer List so they can start thinking about family and friends they can reach out to.

Parents and kids should be able to come up with 15-20 potential customers. Hold your fundraisers accountable by having them show you who they have reached out to.

3 Get Vocal

Social Media is the easiest and most effective way to get the word out about your fundraiser.

We've created a handful of social media fundraising posts for Facebook and Instagram that are available for you to download and post on the Fundraising Resources Back Page. .

Be sure to share with parents and kids and have them repost every 2-3 days.

If you've taken my advice and partnered with your local food bank this getting the word out on social media is a great way to enlist family and friends outside your local community to support your fundraiser.

4 Collect Money as You Go

Schedule a weekly checkin with your fundraisers to collect money and check order forms weekly. Not only will this help hold them accountable and keep them from waiting until the very last minute to get started, but also you can make sure they are filling their Individual Order Form in correctly.

It's never fun to find out the night before orders are due that your fundraisers haven't started fundraising yet, or they haven't been keeping track of their order quantities while collecting money on Text-to-Pay.

This will save you a lot of headache towards at the end.

5 Boost Your Sales & Give Back to Your Community

Partnering with your local food bank is also a great way for family and friends outside of your community to support your team. This really is a win-win. Not only will you increase your sales but you will also be giving back to your community.

While your kids can't deliver outside of your community, they can reach out to close relations and ask for their support by purchasing a box of fruit to be donated to your local food bank. Make sure the supporters know that you will take care of delivering to your local food bank in the supporters name.



Setting up a partnership with a local food bank is simple. Simply contact your local food bank and tell them you are doing a citrus fundraiser and going to push for supporters to also buy a box not only for themselves, but also add a box to donate to their organization. People are always looking for ways to donate to charity and the food bank will be thrilled to get fresh delicious fruit.

6 Fundraising Blitz

Schedule two hours one evening during your fundraiser to meet together as a group and run a fundraising blitz.

This can be at a school cafeteria, gymnasium, classroom, someones house, or otherwise. The important thing is to meet together.

During your two hour fundraising blitz have kids contact everyone on their Customer List. Before they start calling have them rehearse their elevator pitch. Make sure everyone knows the product information.

Turn this into a competition and offer some sort of reward to the fundraiser(s) that make the most sales during th Sales Blitz. Rewards don't have to be monetary. It can be something like getting out of running the mile at the next practice, or getting a free pass on the next quiz.

Kids love competition, and if you act excited and build this up they will buy into the energy.

**FUNDRAISE THE ORANGE
GUY WAY AND MAKE A
LOT OF MONEY!**

Questions? Need Help? Contact Mike Day or Night at (520) 603-5332