

HOW TO ENSURE YOUR FUNDRAISING SUCCESS

1. Hold a meeting with all participants in the fundraiser. Select a fundraising coordinator to "captain" the campaign to keep all records and meetings on schedule.
2. Clearly explain the goals of your fundraising and expectations of each participant.
3. Emphasize to the participants the amount of money you will raise if each participant reaches the team goal. Use the following analysis:

Profit Calculator

Participants	Packs Sold	Total Sold	Profit Each Per Pack	Profit To Organization*
40	10	400	1 - 499 Packs = \$5.00	\$2,000
80	10	800	500 - 999 Packs = \$5.50	\$4,400
160	10	1600	1000 + Packs = \$6.00	\$9,600
320	10	3200	1000 + Packs = \$6.00	\$19,200

* Less the cost of sample cups. Billed at our cost of \$1.50 per cup. (Freight included)

4. Remind participants that 80% of all sales come through friends, coworkers and family.
5. Work environments are the perfect place to bring a fundraising brochure. Encourage those who buy to tell a friend.
6. Limit the length of the fundraising effort to 3 weeks or less. This allows your efforts to be focused and maintain enthusiasm.
7. At the halfway point of the fundraiser request a midpoint meeting to see how progress is being made. We suggest each person is called on to disclose how many orders they have sold.
8. You may want to offer a drawing for participants meeting a fundraising quota. A \$25 gift certificate works; other benchmark drawings can be offered with larger quotas.

