



## Fundraiser Checklist

### Set Your Strategy:

- Establish a fundraising dollar goal, and be able to clearly communicate why you are raising funds.
- Establish a start and end date for your fundraiser. We suggest a three-week selling period.
- Print key materials for participants, including: letters, announcements, and flyers.
- Hold an informational meeting for your participants and parents to communicate your plans and to distribute materials like order forms, announcements, and flyers.
- Set personal goals for your participants, and create incentives. Challenge participants to sell at least 6 packs of Spirit Cups. You can offer a raffle for qualifying members, or reward the highest seller with a gift card, or offer a pizza party to the class with the most packs sold.

### Promotion:

- Post flyers in all appropriate areas within your organization.
- Send out emails to your friends, family & co-workers to let them know about your fundraiser.
- Put details on your organization's web site.
- Promote through postings via social media.
- Organize a special event or pep rally to educate and excite people about your Spirit Cups fundraiser!

### Game Time:

- With your fundraiser underway, keep participants motivated! Ask for updates, and reinforce personal goals to keep driving sales.
- Send out a reminder for order form and money due date.

### Tally the Score:

- Collect all order forms and money from your participants.
- Collate individual orders into one master worksheet.
- Transfer totals onto Master Order form.
- Submit Master Order online, by fax, or by mail.
- Once you have submitted your master order, you will receive an estimated delivery window from the Spirit Cups Customer Care team. Communicate estimated delivery to your fundraising team.
- Recruit volunteers ahead of time to help with the distribution process.

### Delivery & Distribution:

- Alert your volunteers to delivery date.
- Make sure you have a large area to receive your Spirit Cups delivery.
- The boxes in your delivery will be numbered. Please open Box #1 first. There are important documents and helpful tips enclosed to make your distribution easy and efficient.
- Schedule a pick up time for your fundraising participants.
- Communicate with your fundraising team, and with others in your organization, about your fundraising success!

**Thank you for choosing BRAX Spirit Cups!**