

Fundraising Success Tips for Organizers!!

Take a look at these tips to help set the stage for your best fundraiser yet! We are excited to have you and your group on our team! Please keep in mind that these tips, combined with your motivation, will lead to great results!!

<p>1. Set a Goal.</p>	<p>How much money does your group need, or want, to raise? A fundraiser without a goal is like an arrow without a target. If you have done it in the past, set a \$\$\$ goal that is higher than last year. This will spur your members to work harder.</p>
<p>2. Develop a Plan</p>	<p>Calculate how much each member of your group must sell in order to reach your group's goal. Include a timetable for each member to reach his/her individual goals. (ie- 50 members x 10 plants each = 500!!)</p>
<p>3. Make A Fundraising Schedule.</p>	<p>A schedule means a calendar of events. Plot out your key dates: Pre-Launch; Launch; Drive and Conclusion. I.e.</p> <ul style="list-style-type: none"> ✓ Kickoff meeting to introduce teams, captains, and sales brochures ✓ Progress reports from team captains ✓ Deadline for orders ✓ Consolidate orders and send to DeVry Greenhouses. ✓ Distribute orders to team captains. ✓ Captains make sure all orders are delivered ✓ Send final payment to DeVry Greenhouses ✓ Culmination meeting to report results, thank all who participated !
<p>4. 100% Participation</p>	<p>Aim for 100% participation and organize the members into sales teams with captains.</p>
<p>5. Do One At A Time.</p>	<p>Doing many fundraisers does not mean raising more money. Doing a few fundraisers and doing them well produces better results.</p>
<p>6. Excitement & Enthusiasm!</p>	<p>These are the two key ingredients that every fundraiser needs. BE EXCITED & BE ENTHUSIASTIC --- It Really Works!!! Stress individual effort to raise needed funds.</p>
<p>7. Promotion!</p>	<p>Get the word out that you'll be selling quality DeVry Greenhouses Poinsettias- the finest. Use press releases, posters, bulletin boards, parent reminder letters home, etc. USE YOUR INDIVIDUAL WEBSITE LINK to attract potential customers....if nothing else it is a great way to get the word out!!</p>
<p>8. It's A Business.</p>	<p>Your fundraiser is a "mini" business. Treat it like one. Make good business decisions. Use good accounting practices. Remember, you are doing your fundraiser to MAKE A PROFIT. Do what professional sellers do - assign sales territories.</p>
<p>9. Think Success!</p>	<p>Paint a positive mental image of you and your group achieving SUCCESS.</p>
<p>10. Final Tips!</p>	<p>Tell members to start with their best prospects - relatives, neighbors, friends, co-workers, last year's boosters, etc.</p> <p>Finally, print copies of the next 11 tips for each member.</p>

1..2..3.. GO! ~ Helpful Selling Tips for Students.

The first 3 letters of Fundraising spell “FUN”. Make sure your members enjoy the meetings & communicate with them about their progress and goals.

Here are some tips for your students:

1.	Start selling as soon as you receive your sales brochures.
2.	If your group has a uniform, sash, or cap, wear it when you're selling. This really increases sales.
3.	Smile and Think “I’m Going to Make My Goal!”
4.	Introduce yourself, tell a little about who you are, talk a little about your group and explain that you are conducting a fundraising campaign to raise money for _____.
5.	Show prospective buyers the colorful brochure and emphasize that these are high quality poinsettias, fresh from the grower.
6.	Start with your family, friends, and neighbors before you go door to door. <i>(Important Tip: Go to your best customers and have their orders on the top of the order brochure. Many times people are more inclined to order something if they see other orders.)</i>
7.	Fill out the Order Brochure completely and put the money in the payment envelope.
8.	Always be polite to your customers. Say thank you whether you receive an order or not.
9.	Make a schedule for covering your territory and stick to it.
10.	Turn your orders in before the deadline.
11.	Deliver your orders promptly and thank your customers. When you come around next year, they'll want to order even more!



Excitement



Teamwork



Challenges



Satisfaction

CONGRATULATIONS ON A JOB WELL DONE!