

Fundraising Success Tips for Organizers!!

Please utilize these tips to help set the stage for your best fundraiser yet! We are excited to have you and your group on our team! We know that a great sales strategy, a “can-do” attitude, and strong motivation from the team captain will lead to great results.

1. Set a Goal.	How much money does your group 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.
2. Develop a Plan	Calculate how much each member of your group must do in order to reach your group's goal. Include a timetable for each member to reach his/her individual goals.
3. Make A Fundraising Schedule.	<p>A schedule means a calendar of events. Plot out your key dates: Pre-Launch; Launch; Drive and Conclusion. Example:</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 ✓ Culmination meeting to report results and thank all who participated!
4. 100% Participation	Aim for 100% participation and organize the members into sales teams with captains. A team effort will get you further ahead than working alone.
5. Do One At A Time.	Doing a lot of fundraisers does not mean you will raise more money. Doing a few fundraisers and doing them well will produce better results.
6. Excitement & Enthusiasm!	<p>These are the two key ingredients that every fundraiser needs. BE EXCITED & BE ENTHUSIASTIC --- It Really Works!!! Who will buy your product if you are not excited about your product?</p>
7. Promotion!	<p>Get the word out that you'll be selling quality DeVry Greenhouse plants. Use press releases, posters, bulletin boards, parent reminder letters, etc. Use Email, Facebook or Twitter to attract potential customers.</p>
8. It's A Business.	Your fundraiser is a "mini" business. Treat it as a business. 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.
9. Incentive Prizes	Some people work best when there is a prize at stake. A pizza party for the top class or movie tickets for the top seller. Keep a chart posted so everyone can see how each other is doing.
10. Final Tips!	<p>Tell members to start with their best prospects - relatives, neighbors, friends and co-workers.</p> <p>Finally, print these tips and pass out to all involved.</p>