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buyforcharity.com

1. Decide how much money your group needs to raise

This will help you evaluate products and programs that will be ideal for your group.

2. Watch for hidden costs

Don't let your group's profits disappear because of hidden costs (ex. shipping, prizes).

3. Give yourself & your group lots of time to prepare

Select your fundraising program early. This will give you lots of time to plan. Include your fundraiser on the school or community calendars and newsletters.

4. Timing

Make sure to stagger the various fundraisers to avoid flooding your potential consumers and to avoid competing with other fundraisers.

5. Set up specific dates & stick to them

If you avoid setting clear target dates the campaign tends to drag on and often without direction.

6. Try to conduct fewer & more effective programs

This will help maintain motivation and avoid "fundraising fatigue".

7. Rely on your fundraising company's expertise

Ask lots of questions & use your fundraising company's suggestions & advice.

8. Stay motivated throughout the program

Some organizers tend to lose interest once the program is underway. Put a 10-12 day time limit on order taking. It's easier to stay motivated with clear goals and deadlines.

9. Communicate clearly before, during & after the program is put in place

Keep energy levels high by reminding parents, teachers and other volunteers of the fundraising goals and deadlines.

10. Avoid shipping and ordering problems

Work closely with your volunteers and assure their order forms are legible and filled out completely.

11. Keep copies of the order forms

Always keep copies of the order forms before you send them to your fundraising company.

12. Recruit adult volunteers ahead of time

This will make the distribution of the products to the volunteers more efficient.

13. Double-check products received against your order forms

This needs to be done before the products are given to the volunteers to ensure that nothing is damaged or missing.

14. Keep absent volunteers informed

Don't forget to communicate the program's kick off and other important meetings to absent volunteers.

15. Have Fun!

A good attitude = better success.