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SUPER-SIZED FUNDRAISING

It's important with any fundraiser to let as many people as possible know about your cause. That being said; let us introduce you to the concept of ***event-based fundraising***. We've noticed over the eight years we've been in the fundraising business that groups that center their fundraising efforts around one event tend to raise more money than groups that don't.

It's all a matter of taking what would normally be a routine fundraiser and injecting a little bit of excitement into it. Either choose an existing event to promote your fundraising efforts or create an event from scratch and let it be the launch pad for your fundraiser. If you're affiliated with a school or a sports team, you may want to choose a football, basketball, softball or other sporting event and sell your fundraising products at the ticket booth. Be sure to put up plenty of signage promoting your fundraiser. It also doesn't hurt to have someone talk about your fundraiser during a break in play. If you're affiliated with a church, you may want to create your own event, possibly a pot luck dinner. You could even have the church choir perform for your guests. If you're trying to raise money for your band, you can put on a concert and sell your fundraising products at the door and during intermission.

So when is the best time to put on your event? There are two schools of thought on this: **1. At the very beginning of your fundraiser.** This gets people excited about your fundraiser right from the start, creating tons of momentum. **2. At the end of your fundraiser.** This creates a sense of urgency, encouraging people to purchase your fundraising products before it's too late. Whichever route you choose, make sure you go big and super size your fundraiser!