



☎ 877.909.6400
✉ customerservice@
buyforcharity.com

SEVEN STEPS TO SUCCESSFUL CHURCH FUNDRAISING

1. PICK THE RIGHT PRODUCT

First thing to take into consideration is the time of year you'll be fundraising. Certain products like cookie dough and chocolate don't do well in the heat of Summer. It's important, regardless of what time of year it is, to pick a church fundraiser that requires as little effort on your group's part as possible. Church fundraisers like pizza cards, multi-merchant discount cards and scratch cards are always a win-win. They require very little effort and provide 80-100% profit to your group.

2. PLAN TO SUCCEED

Plan ahead. The difference between an effective church fundraiser and a fundraiser-gone-wrong is planning. You must have a game plan before you start your church fundraiser. Schedule a "Church Fundraising Kick-Off" to get the fundraiser going and to get those involved excited and motivated. You should have a strategy in place for your church fundraiser by the time the Kick Off arrives. Set a reasonable goal that is achievable and stay focused on meeting that goal. Set a deadline to work toward, but remain flexible; two to three weeks is generally a good amount of time for a church fundraiser. Remain positive and keep the faith that your fundraiser will be successful.

3. SPREAD THE NEWS

If people don't know you're having a fundraiser they're not going to donate. You've got to get the word out! Use resources such as your church newsletter, church bulletin board, and church email list to inform your congregation and community about your fundraiser. You can also ask a member of your congregation to make announcements during services. Posting signs and putting up posters around the church and in the community is also a good idea. It's important when publicizing your church fundraiser to let people know how they can support, when they can support and, most importantly, what they're supporting – be sure it's clearly stated what your church is raising money for – people support causes, not fundraisers!

4. TEAMWORK

Church fundraisers are a nice way to bring your congregation and community together, all working toward one common purpose. Fundraisers are more effective when there is a team of folks all working toward the same goal as opposed to one individual doing all the work. Don't be afraid to ask for help. While some people may not be in a position to help the cause financially, they may be able to donate their time. It's important when putting together a team to be clear on who is the "captain" for your church fundraiser.

This person will be the point of contact for all things related to the fundraiser and will be responsible for delegating responsibilities to everybody on the team.

5. FRIENDLY COMPETITION

Nothing motivates people more than a little friendly competition. A sure fire way to create that friendly competition and increase sales for your church fundraiser is to institute a prize program. Reach out to local stores and restaurants to donate prizes that can be used to reward top sellers. While this is generally a technique used for fundraisers involving kids, it's amazing how much more excited adults get about church fundraising when a dinner for two at a nice restaurant or a gift certificate at a popular store is up for grabs. Bottom-line, it's always nice to reward people for their hard work and dedication.

6. COMMUNICATION

Communication is a key factor in running an effective church fundraiser. Create an email list for all those involved in the fundraiser and keep in touch with them every couple days, updating them on how much has been collected and, more importantly, how much still needs to be raised. Schedule a few meetings during the fundraiser to gather everyone together for updates and to keep everyone motivated. DO NOT hand out your fundraising product and just expect your sellers to be effective without any sort of oversight or communication. A team can't be effective if it doesn't communicate.

7. HAVE FUN!

Church fundraising can be a good amount of work, but there's no reason it can't be fun. Your church fundraiser Kick-Off should be a party that helps get everyone excited. Remind your supporters to enjoy the journey that is fundraising – after all, they're spreading the word not only about your cause, but about your church as well. When you get together during the fundraiser to make announcements and update your supporters on the status of the fundraiser be sure to make these social events. Also, plan a "Wrap Party" when the fundraiser is complete to reward all those involved. This will bring your congregation closer together and have everybody looking forward to next year's church fundraiser.