Fundraiser Planning Checklist

STEP 1: Organize Your Fundraiser Basics (Why, Who And What)

☐ WHY are we fundraising?
☐ WHO will participate in raising funds?
☐ WHAT product fundraiser is best for our group to sell?

STEP 2: Organize All Your Fundraiser Details

☐ Determine how many items you need each person to sell, to hit your goal.
☐ Determine key dates for your fundraiser - kick-off, collections, etc.
☐ Determine if you need seller incentives and if so, what (team prizes, participation prizes, best-seller prizes, etc)
☐ Determine your list of volunteers (who will do the kick-off speech, collect money, distribute product, etc)
☐ Determine your selling locations (door-to-door, booths at retailers, etc)
☐ Prepare the parent-seller letter and series of correspondence (keep informative and fun).

STEP 3: Motivate Your Sellers And Supporters

☐ Make it the BEST Fundraiser Kick-Off EVER!
☐ Educate Your Sellers! Perfect their sales pitch and keep them safe.
☐ Promote to your sellers and community using print and social media
☐ Keep your sellers informed and motivated throughout the fundraiser, using parent letters, emails.

STEP 4: Distribution and Thank Yous!

☐ Ask volunteers to help you with the delivery, sorting and distribution of items.
☐ Inform parents of the date and time to pick-up the goods.
☐ When delivery arrives, always count the number of boxes
☐ Report any missing or damaged items immediately.
☐ Make sure everyone involved is given a huge THANK YOU.