# 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.