



Tips for a Successful Fundraiser



1. **Set clear goals.** We've seen that groups with defined goals have much more successful sales!
2. **Communicate your goals to students and/or parents.**
3. **Continue to promote the fundraiser to the sellers and public throughout the order period.**

Sales Period:

1. Distribute the order forms & parent letter or other instructions.
2. **Activate the Online Store.**
 - a. Sellers can self-register. The link to self-register will be sent to you to share, and a shortened version will be printed on the order form.
 - b. Sellers can also be manually entered or imported.
 - c. Sellers can share the link to their specific store page using buttons on the left via: Facebook, Twitter, LinkedIn, WhatsApp, Messenger or Email.
 - d. See the following video for more information: [4 Simple Steps to Crush your Fundraising Goal | My Fundraising Place - YouTube](#)
3. **Communicate your goals** to the students and/or parents – help set expectations for everyone to participate.
4. **Post on Facebook** or other social media – get the word out. 417 Fundraising can provide images and post suggestions.
5. Place an order form in the teacher's workroom or divide the faculty among the sellers so everyone is asked, and don't forget the cafeteria workers, custodians, and office staff.
6. **Continue to encourage the sellers**
 - a. Provide incentive options such as excused class-time for group activities, participation in the most-coveted group events, etc.
 - b. Don't hesitate to impose a minimum to allow future participation with the group.
 - c. Encourage the sellers to **ask a minimum of 10 people** – they are selling a great product so the customers get the satisfaction of helping your group and a great-tasting pastry.
7. Collect the order forms and money – verify all sellers have turned in their forms & have their name & phone number at the top.



Tips for a Successful Fundraiser



Submit Your Order:

1. Submit paper order form totals by seller to 417 Fundraising using MyFundraisingPlace.
 - a. Use the link provided by 417 Fundraising provided in the mid-point email & order reminder email.
 - b. Total the flavors for each seller.
 - c. Please enter the last name and first name in separate columns under any online sales the seller has.
 - d. You can enter the order in stages if needed.
 - e. Click the Save button on the right to save your information.
 - f. Click the link in your email to return to the Enter Order page.
 - g. This information can be exported to Excel or printed – buttons on the right.
 - h. Click Submit Order when all sellers' totals have been entered.
2. Online orders are paid when made by the customer. The invoice sent to you will take these into account. If more than 40% of sales are made online, 417 Fundraising will bring you a check at delivery. **PLEASE DO NOT submit a bulk order** for the paper orders through the online store. The orders will NOT be pre-sorted, and a processing fee may be added to the invoice.
3. **Make a copy of the order forms to keep for a customer list** for the next Butter Braid pastry fundraiser.
4. 417 Fundraising will send an invoice after the order has been submitted. Unless otherwise arranged, please have payment ready at the delivery.

Delivery:

1. **Remind sellers of the delivery date & time – ask if anyone is unable to pick up their order. Enter delivery information on the Delivery page of the Online Store.** Send updated delivery information from this page.
2. **Bring the order forms to delivery** so the sellers know where the product goes.
 - a. Make **a copy** so you have a customer list for next the fundraiser.
 - b. If the seller is still part of the group, give them the copy.
3. **417 Fundraising will pre-sort** the order by seller for safe distribution.
 - a. If distribution is inside, have tables ready for the product.
 - b. 417 Fundraising will pack the order alphabetically and distribution can happen curbside.
 - c. Please have someone help verify the actual items to the order form to ensure the order was submitted & packed correctly.**
4. Make arrangements to store any product not picked up in a freezer.