

FUNDRAISER

H O W T O

Some companies don't offer the opportunity for a professional, company-sponsored fundraiser. But that doesn't mean that you can't offer one to organizations and clubs in your area.

In this guide, I will cover the five basic guidelines of creating your own fundraising program. Be sure to review my *Fundraising Checklist* guide for more information as well.

1. Select your products. The mistake I see many Consultants making is that they allow the organization to sell from the entire catalog. This makes choices overwhelming and more difficult for the sellers, especially if they are kids. You want to keep your product options under 20 pieces. I suggest selecting 12 items from your catalog.

2. Pricing your products. Another great tip is to create consistent pricing for your products, with shipping included. This makes it easier for the sellers to calculate on the tally sheet. For example, if a product is \$9.99, offer it at \$12 to include tax and shipping costs.

If you can't offer every product at the same pricing level, you can break your products up into categories. For example, items offered at \$12, items offered at \$15 and items offered at \$25.

FUNDRAISER

HOW TO

3. Design your mini catalog and tally sheets. Not a graphic designer? No problem. Online applications and tools like [canva.com](https://www.canva.com) make it easy for anyone to create the documents and materials they need with their simple drag and drop design method.

When creating your mini catalog, keep it simple. Also try to keep it as small as you can to help with printing costs.

On your catalog, you will also want to make sure there is a place for customers to place their order. You will want to model this off of other fundraisers you have seen, like the Girl Scout™ cookie sheet. You will also want to use [canva.com](https://www.canva.com) or Microsoft Word to help create your master tally sheet for the organization. If you are offering your fundraiser to a school, you will want to offer a tally sheet for each class, and then a master tally sheet for the school.

Example

MY COMPANY

FUNDRAISING PROGRAM

PRODUCT
PHOTO

PRODUCT 1**\$12**

description of your product

PRODUCT
PHOTO

PRODUCT 2**\$12**

description of your product

PRODUCT
PHOTO

PRODUCT 3**\$12**

description of your product

PRODUCT
PHOTO

PRODUCT 4**\$12**

description of your product

PRODUCT
PHOTO

PRODUCT 5**\$12**

description of your product

TALLY SHEET

EXAMPLE

Name	Product	Price	Payment
Sally	401	\$12.00	CASH
Bobby	402	\$12.00	CASH
Joe	111	\$12.00	CASH
Sue	165	\$12.00	CASH
Heather	222	\$12.00	CASH
Lindsay	124	\$12.00	CASH
Belinda	401	\$12.00	CASH
Lydia	401	\$12.00	CASH
Rachel	111	\$12.00	CASH

TOTAL:

FUNDRAISER

H O W T O

4. Figure out your commission vs. their profit. When it comes to profit, you don't want to give up your entire commission to the organization. Remember, this is still a business strategy, and as such, the goal is to generate income for yourself. Figure out what percentage of commission you will offer, as well as what to do with your host benefits. You can offer them to the organization, keep it for yourself, or split it with them.

A great idea is to offer products, using the host credit, to the top seller from every class.

5. Reach out to your company. Even if your company doesn't offer a Fundraising program for you to take advantage of, they may still be willing to help you, especially if you have landed a large organization. So don't hesitate to reach out to them to see if this is something they would be willing to assist with.

Your company also appreciates your input and wants to hear from you. If your company doesn't offer a Fundraising program but it is strategy you want to be able to offer from the company, one of the services I offer is complete Fundraising program design. I would work with your company to create the Fundraising program that is best for you and for your local organizations.