

The School Fundraising Guidebook



- ✓ Easy to follow step-by-step process
- ✓ Premade customizable forms
- ✓ Sales booster tools & ideas

EVERYTHING YOU NEED TO MAKE YOUR FUNDRAISER A BIG SUCCESS



Welcome to Big Fundraising Ideas!

Our goal is to make this the best fundraiser your organization has ever had, not just with sales results, but also the ease of facilitating the process.

This guide has been assembled to help you move through the entire experience with ease and efficiency. Enclosed you will find what is needed to set up a successful sale.

Each organization will utilize this booklet in a way that is most fitting for their needs, but hopefully we have compiled information to cover most, if not all, of those needs.

We have not only given you the forms you will need, but also ideas and ways of marketing your fundraiser to your students, parents and faculty. A few extra minutes of preparation for your fundraiser will produce incredible results. This guide will help you keep your sale on track.

If you have any questions or need assistance with anything, please feel free to contact us at 866-980-9930.

Clay & Lisa Boggess

Marketing Your Fundraiser

Active participation must also come from the students and parents. Organizations get this type of participation by advertising and reminding everyone of what is being done and why. There are different methods of advertising your fundraiser to your students, parents and faculty to encourage selling and show the benefits of participation.

A. Fliers & Notices

One of the most effective ways of advertising your program is to post fliers strategically throughout the school in high traffic areas reminding the students about the program. If you are raising money for a particular item, such as new playground equipment, hang a picture of that beside the flier.

An example flier can be found on **page 4**. We strongly encourage each group to use a personalized flier to remind the students and visitors of the fundraising event and purpose.

B. Announcements & Reminders

1. Make sure that you make arrangements to have someone verbally announce the sale every day to the students. It may be helpful to provide the person who is making the announcements with a variety of prepared scripts. *Be creative!*
2. Various notices are provided in this guide. It is highly recommended that these be sent out during your sale. Organizations are not limited to these notices and should feel free to send additional notices to parents if they think it will help encourage continued participation.

For example, the "Mid Sale Reminder Notice" can be found on

page 8 and a Spanish version on **page 9**. This notice can be used to remind students and parents to continue selling into the second half of the fundraiser.

Note: Bright colored paper draws more attention for fliers and for notices going home to parents.

Remember: *“Out of sight, out of mind.”*
Make sure your fundraising event is in everyone’s sight.

EXAMPLE

ATTENTION!



WE NEED YOU!

**The (Smith) Annual Fall
Fundraiser is here!**



Prizes Galore!
Daily Drawings
Top Sellers
Grand Prize



**When you help us help the school,
we're all winners!**

C. Getting Even Bigger Results

1. Prize Drawings

Why not provide additional incentives while the sale is in process? We have found that periodic award drawings encourage and increase participation.

Whenever a student sells 5 items they get to put a coupon in the drawing box. Each time they sell an additional 5 items, they get to add in another coupon. A parent or guardian must sign the coupons before they can be accepted into the drawing. Draw out multiple names each day! You can either empty out the box each day or allow the students to accumulate coupons by leaving the coupons in for the entire sale.

The coupons from the drawings can be used in various ways. Many schools also use the same coupons for a grand prize drawing, which is held at the end of the event. Prizes that are awarded during the sale keep the students interested, and the grand prize is the ultimate goal, thus the students keep selling to the end.

As with any portion of this booklet, your organization can customize the use of the drawings to best meet the needs of the student population. Make copies for your sellers by using the 'Prize Drawing Coupon' sheet found on **page 7**.

Please Note: Prizes do not have to be material in nature. Many schools create incentives from activities the students like, such as being first in line for lunch, winning a "no homework pass", getting to eat lunch with the principal or winning a "free dress day pass" if students normally have to wear uniforms. Creativity is the key.

Also, be sure to contact local retailers such as Walmart®, McDonald's® and Pizza Hut® about helping with prizes. Many retailers have budget allotments for school assistance and donations.

2. Get the Principal Involved

Sell '10 to get in' to a:

1. DJ Dance Party (Ask the principal be the DJ!)
2. Pizza Party

Set a sales goal and if the goal is reached, convince the principal to spend a day on the roof, come to school in their pajamas, kiss a pig, frog or a _____ in front of the students. Make sure to promote this before and during the kickoff, as well as every day during the sale!



Prize Drawing Coupons

Parents: Each time your child sells 5 items, complete and sign a coupon below for them to turn in for the prize drawings being held at school in support of our fundraiser. Your signature indicates that you affirm that your child sold the required number of items to be entered into the drawing.

Student's Name	Student's Name	Student's Name
Teacher's Name	Teacher's Name	Teacher's Name
Parent's Signature Date	Parent's Signature Date	Parent's Signature Date
Student's Name	Student's Name	Student's Name
Teacher's Name	Teacher's Name	Teacher's Name
Parent's Signature Date	Parent's Signature Date	Parent's Signature Date
Student's Name	Student's Name	Student's Name
Teacher's Name	Teacher's Name	Teacher's Name
Parent's Signature Date	Parent's Signature Date	Parent's Signature Date
Student's Name	Student's Name	Student's Name
Teacher's Name	Teacher's Name	Teacher's Name
Parent's Signature Date	Parent's Signature Date	Parent's Signature Date

Mid Sale Reminder Notice



REMINDER!!

Our fundraiser is half way over.

We need everyone to make their best effort during this time to
sell as much as possible.

Remember, the profit we make goes directly into
programs that benefit our school.

Thank you for helping our school and students!



REMINDER!!

Our fundraiser is half way over.

We need everyone to make their best effort during this time to
sell as much as possible.

Remember, the profit we make goes directly into
programs that benefit our school.

Thank you for helping our school and students!

Mid Sale Reminder Notice



¡RECORDATORIO!

Nuestra recaudación de fondos está a la mitad.

Todos necesitamos hacer el mayor esfuerzo durante este tiempo
para vender lo maximo.

Recuerde, la ganancia que hacemos va directamente a
programas que benefician a nuestra escuela.

¡Gracias por ayudar a nuestra escuela y estudiantes!



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Todos necesitamos hacer el mayor esfuerzo durante este tiempo
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Recuerde, la ganancia que hacemos va directamente a
programas que benefician a nuestra escuela.

¡Gracias por ayudar a nuestra escuela y estudiantes!

Order Forms & Money Collection Information

As the fundraiser nears completion, it is time to inform students and parents of the next step, while also reminding them that there are a few more days left to sell.

Use **page 12**, which has been designed to provide two notices per page along with a Spanish version you can put on the reverse side (**page 13**). (Be sure to fill in the top and bottom, as you will be cutting the form in half.)

This notice should be sent home with the students approximately 1-3 days prior to the end of the sale. To summarize:

- Print copies of page 12 & 13 (if using page 13 make two-sided to save paper).
- Fill in the information on both top and bottom.
- Make copies equal to half the total student population.

Cut the copies in half and deliver them to the teachers for distribution at the end of the day. Remind your teachers to stress the importance of getting the order forms and money envelopes back on time.

Mailing your Orders

We encourage you to hold onto your completed order forms for 1 week past the end date. This will allow for you to collect any additional orders and money that don't make it in by the original deadline.

Please Note: It is best to not let anyone know when you plan to

mail your order forms unless they are directly involved with the handling of the fundraiser.

Late Orders

Once you have mailed us your completed order forms, any additional order forms that come in will need to be scanned and emailed, or faxed to us using the 'Late Order Cover Sheet' on **page 14**.

Remember to fax any late order forms within 2 business days of when you mailed your 1st order to ensure that your faxed orders can be combined with your mailed orders. As a rule, we will make every attempt to combine all orders.

However, if we receive any late orders after we have already entered your main orders into our system, your late orders may be shipped separately and you will incur a shipping charge.

Shipping Notification

Once your order is ready to ship, we will contact you to set up your delivery. Place the date that your order is expected to arrive on your 'Delivery Date Notices' on **page 16**.

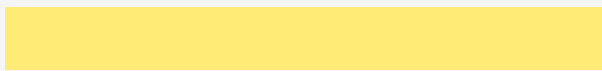
Order Form & Money Collection Notice



REMINDER!!

Our fundraiser is almost over.

REMEMBER! BRING YOUR ORDER FORM(S) AND ALL MONEY ON



(Fundraiser End Date)

ALSO MAKE SURE:

1. Student's name is clearly written on the order form.
2. Award item has been selected (if applicable).
3. All copies of the order form are returned.

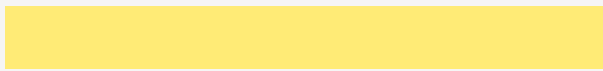
Thank you for your help!



REMINDER!!

Our fundraiser is almost over.

REMEMBER! BRING YOUR ORDER FORM(S) AND ALL MONEY ON



(Fundraiser End Date)

ALSO MAKE SURE:

- Student's name is clearly written on the order form.
- Award item has been selected (if applicable).
- All copies of the order form are returned.

Thank you for your help!

Order Form & Money Collection Notice



¡RECORDATORIO!

Nuestra recaudación de fondos casi ha terminado.

¡RECUERDA! TRAIGA SU(S) FORMULARIO(S) DE PEDIDO Y TODO EL DINERO EN

(Fecha de finalización de la recaudación de fondos)

ASEGÚRESE TAMBIÉN:

- El nombre del estudiante está claramente escrito en el formulario de pedido.
- Se ha seleccionado el artículo de premio (si corresponde).
- Se devuelven todas las copias del formulario de pedido.

¡Gracias por tu ayuda!



¡RECORDATORIO!

Nuestra recaudación de fondos casi ha terminado.

¡RECUERDA! TRAIGA SU(S) FORMULARIO(S) DE PEDIDO Y TODO EL DINERO EN

(Fecha de finalización de la recaudación de fondos)

ASEGÚRESE TAMBIÉN:

- El nombre del estudiante está claramente escrito en el formulario de pedido.
- Se ha seleccionado el artículo de premio (si corresponde).
- Se devuelven todas las copias del formulario de pedido.

¡Gracias por tu ayuda!



Late Order Cover Sheet

Today's Date: _____

Total # of Pages including Cover Sheet: _____

Name of School: _____

Group / Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Please scan and email this cover sheet with your order forms to

info@bigfundraisingideas.com

(Or fax to 866-982-4567)

Consolidate your late orders.

Additional Comments: _____

Delivery Day Information

This form should be sent home with the students 2-3 days prior to your delivery day.

Use **page 16**, which has been designed to provide two notices per page, with a Spanish version (**page 17**) you can put on the reverse side. Be sure to fill in the top and bottom, as you will be cutting the form in half. To summarize:

- Print copies of page 16 & 17 (if using page 17 make two-sided to save paper).
- Fill in the information on both top and bottom.
- Make copies equal to half the total student population.

HELPFUL TIPS:

- Remind the teachers to stress the importance of distributing the notes to the parents.
- For non-frozen deliveries, we recommend sending home orders one day after you're scheduled to receive your shipment.

Delivery Day Notice



REMINDER!!

Our order is arriving soon!

YOUR ORDER WILL NEED TO BE PICKED UP ON



(Delivery Date)

Please make arrangements to help your child home with their order. You will have 7 days to report any missing or damaged items.

Reminder! Products that are frozen need to be picked up immediately or stored in a refrigerated area.

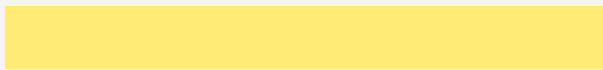
Thanks again for your help!



REMINDER!!

Our order is arriving soon!

YOUR ORDER WILL NEED TO BE PICKED UP ON



(Delivery Date)

Please make arrangements to help your child home with their order. You will have 7 days to report any missing or damaged items.

Reminder! Products that are frozen need to be picked up immediately or stored in a refrigerated area.

Thanks again for your help!

Delivery Day Notice



¡¡RECORDATORIO!!

¡Nuestro pedido llegará pronto!

SU PEDIDO NECESITARÁ SER RECOGIDO EL

(Fecha de entrega)

Por favor haga arreglos para ayudar a su hijo a casa con su pedido. Tendrá 7 días para informar cualquier artículo faltante o dañado.

¡Recordatorio! Los productos congelados deben recogerse inmediatamente o almacenarse en un área refrigerada.

¡De nuevo, gracias por tu ayuda!



¡¡RECORDATORIO!!

¡Nuestro pedido llegará pronto!

SU PEDIDO NECESITARÁ SER RECOGIDO EL

(Fecha de entrega)

Por favor haga arreglos para ayudar a su hijo a casa con su pedido. Tendrá 7 días para informar cualquier artículo faltante o dañado.

¡Recordatorio! Los productos congelados deben recogerse inmediatamente o almacenarse en un área refrigerada.

¡De nuevo, gracias por tu ayuda!

After Delivery Information

In “Fundraising Utopia” all order forms and money are turned in on time and the orders arrive back to the organization complete, correct and in perfect condition. We strive for this utopia, but are prepared for the less than perfect scenario. Therefore, the following forms and notices have been created to assist you, just in case.

Short and/or Damaged Items

If there is a problem with any portion of your order or any of the individual products, please add them to your 'Short & Damaged Order Form' and either scan and email, or fax your order within 15 business days after your delivery date. Only 1 order allowed per group. See example on **page 19**.

Late Money Collection Notice

When a student has not turned in all of their money on time, **page 20** can be used to remind them of the amount still owed. As with the other notices, this page has a Spanish translation (**page 21**) you can put on the reverse side and is designed to allow two notices per page.

Money Correction Notice

Page 22 should be used to notify students that the amount of money turned in was incorrect. As with the other notices, this page has a Spanish translation (**page 23**) on the reverse side and is designed to allow two notices per page.

NSF Notice

Page 22 should be used to notify people who had purchased items from the fundraiser that their check was deposited and returned as 'insufficient funds'. As with the other notices, this page has a Spanish translation (**page 23**) on the reverse side and is designed to allow two notices per page.



4833 Saratoga Blvd. #3
Corpus Christi, TX 78413

BioFundraisingIdeas.com

SHORT & DAMAGED ORDER FORM

INSTRUCTIONS: You have 15 business days after your delivery to report any corrections. 1 submission per group.

EMAIL TO: info@bigfundraisingideas.com or FAX TO: 866-982-4567

SCHOOL NAME _____

ADDRESS	PHONE #
---------	---------

DATE _____

[illegible]

** DAMAGED ITEMS: Items that were sent, but arrived broken.

**** INVALID CODE:** Items that were written on the order form incorrectly but customer paid for and still wants.

**** ADD-ON:** Customer would like additional items.

MISSING ITEMS: Items that are on packing slip, but not in the packaged order and not listed as "backordered".

PLEASE NOTE: ADD-ON (new) items and invalid code (wrong) items were not billed on original invoice. You will receive an additional invoice for these items.

DAMAGED ITEMS: Damaged items may be discarded once they are recorded on this form.

Late Money Collection Notice

Student Name: _____

Teacher: _____

Today's Date: _____

WE HAVE NOT RECEIVED YOUR FUNDRAISING MONEY

Original Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____



Please turn in the amount due immediately. Thank you!

Late Money Collection Notice

Student Name: _____

Teacher: _____

Today's Date: _____

WE HAVE NOT RECEIVED YOUR FUNDRAISING MONEY

Original Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____



Please turn in the amount due immediately. Thank you!

Aviso de cobro atrasado de dinero

Nombre del estudiante: _____

Maestro/a: _____

Fecha: _____

Nosotros/as no hemos recibido su dinero para recaudar fondos

Importe original adeudado \$ _____

Cantidad recibida \$ _____

Monto restante adeudado \$ _____



Por favor, entregue la cantidad adeudada inmediatamente. ¡Gracias!

Aviso de cobro atrasado de dinero

Nombre del estudiante: _____

Maestro/a: _____

Fecha: _____

Nosotros/as no hemos recibido su dinero para recaudar fondos

Importe original adeudado \$ _____

Cantidad recibida \$ _____

Monto restante adeudado \$ _____



Por favor, entregue la cantidad adeudada inmediatamente. ¡Gracias!

Money Correction Notice

Student Name: _____

Teacher: _____

Today's Date: _____

WE RECEIVED THE WRONG AMOUNT OF MONEY

Correct Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____



Please turn in the amount due immediately. Thank you!

Money Correction Notice

Student Name: _____

Teacher: _____

Today's Date: _____

WE RECEIVED THE WRONG AMOUNT OF MONEY

Correct Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____



Please turn in the amount due immediately. Thank you!

Aviso de corrección de dinero

Nombre del estudiante: _____

Maestro/a: _____

Fecha: _____

RECIBIMOS LA CANTIDAD DE DINERO INCORRECTA

Cantidad correcta adeudada \$ _____

Cantidad recibida \$ _____

Monto restante adeudado \$ _____



Por favor, entregue la cantidad adeudada inmediatamente. ¡Gracias!

Aviso de corrección de dinero

Nombre del estudiante: _____

Maestro/a: _____

Fecha: _____

RECIBIMOS LA CANTIDAD DE DINERO INCORRECTA

Cantidad correcta adeudada \$ _____

Cantidad recibida \$ _____

Monto restante adeudado \$ _____



Por favor, entregue la cantidad adeudada inmediatamente. ¡Gracias!

NSF Notice

You recently purchased items from _____ to support _____ fundraising campaign. The check you paid with, which was check number _____, was deposited and returned to our organization as 'insufficient funds' and we have incurred a fee of \$_____.

Therefore, your new adjusted total owed is \$_____. Please rectify this matter as soon as possible to ensure that your order will be placed and delivered on time. Thank you in advance for your response as well as support of _____.

Should you have any questions, please call _____, at _____.



NSF Notice

You recently purchased items from _____ to support _____ fundraising campaign. The check you paid with, which was check number _____, was deposited and returned to our organization as 'insufficient funds' and we have incurred a fee of \$_____.

Therefore, your new adjusted total owed is \$_____. Please rectify this matter as soon as possible to ensure that your order will be placed and delivered on time. Thank you in advance for your response as well as support of _____.

Should you have any questions, please call _____, at _____.



Aviso NSF

Recientemente compraste artículos de _____ para apoyar la campaña de recaudación de fondos de _____. El cheque con el que pagó, que era el número de cheque _____, fue depositado y devuelto a nuestra organización como "fondos insuficientes" y hemos incurrido en una tarifa de \$_____.

Por lo tanto, su nuevo total ajustado adeudado es \$_____. Rectifique este problema lo antes posible para asegurarse de que su pedido se realice y se entregue a tiempo. Gracias de antemano por su respuesta, así como por el apoyo de _____. Si tiene alguna pregunta, llame a _____, al _____.



Aviso NSF

Recientemente compraste artículos de _____ para apoyar la campaña de recaudación de fondos de _____. El cheque con el que pagó, que era el número de cheque _____, fue depositado y devuelto a nuestra organización como "fondos insuficientes" y hemos incurrido en una tarifa de \$_____.

Por lo tanto, su nuevo total ajustado adeudado es \$_____. Rectifique este problema lo antes posible para asegurarse de que su pedido se realice y se entregue a tiempo. Gracias de antemano por su respuesta, así como por el apoyo de _____. Si tiene alguna pregunta, llame a _____, al _____.



The Fundraiser Checklist

The 'Fundraiser Checklist' is for those who are looking for a detailed step-by-step summary of the fundraising process. It is recommended that you prepare for each step and check off each item within that segment as it is completed. You can also cross-reference the information found in this checklist with any related information found throughout the rest of the guidebook.

1. Before the Kickoff (Create anticipation)

- ☐ Announce the date for the kickoff.
- ☐ Advertise the fundraiser by talking about:
 - What you are going to be selling
 - What the prizes and incentives will be
 - What the purpose for the sale is
- ☐ Send a "fundraiser coming soon" note home to the parents.
- ☐ Make arrangements to have the principal introduce the fundraiser to the students and explain why it is important that they get involved. Make sure that they also wrap up the kickoff with some closing comments.

2. During the Sale (Make it count)

- ☐ Make sure that all prize posters and flyers have been placed in key areas around the school (i.e. front office area, cafeteria, gym, hallways etc.)
- ☐ Daily remind the students to sell to neighbors, family, friends, as well as having family members take the brochure to work.

- Incorporate periodic prize drawings to further increase sales.
- Daily reinforce the collection of money at the same time that orders are being taken.
- Send home the 'Mid-Sale Reminder Notice'.

3. Before the Sale Ends (Prepare your sellers)

- The day after the 'Mid-Sale Reminder Notice' goes home, start announcing to the students to work with their parents to start preparing their order forms and money for 'Collection Day'.
- Make sure that the parents are told to total up their orders and report the total amount of money due at the bottom of the order form. The money received must match the total amount due.
- Place the 'Collection Day' date on the 'Order Form & Money Collection' notices from your guidebook and send them home about 1-3 days beforehand.
- In preparation for 'Collection Day' remind your students that their completed order forms need to be turned in along with their money collection envelopes with the money inside (Make copies for your records when only single order form sheets are turned in).

4. Order Form Prep (Organization is key)

- Secure a secluded room with a large table for counting money and organizing order forms.

- Attempt to obtain 3-4 reliable people to help count money and sort order forms.
- Gather the following items that you will use after you have separated the top copy of each order form and have confirmed that the money collected is correct:
 - *Paper clips* (one for each class).
 - *Sticky-note pad* (for placing teacher name, grade level, and or room number on each classroom sticky note that will go on their respective paper-clipped order forms).
- Double-check to make sure that the money received matches up with the amount due on the order forms.
- Retain a copy of each order form for your records, paper clip the order forms by class, and put a sticky-note on top and label with the teacher's last name and first initial as well as either grade level or classroom. Sort your paper clipped classroom envelopes by grade and place them inside your postage-paid mailing envelope (If a student has turned in 2 or more order forms, staple the top copies together first).
- Close the mailing envelope and fully seal the box with tape if needed, then make arrangements to mail your envelope.
- Secure the money by depositing it in your bank account.
- Remember to fax any late order forms that come in after you have mailed your mailing box within 2 business days of when you mailed your 1st order to ensure that your faxed orders can be combined with your mailed orders.

- Any late orders that come in past a certain point will be processed separately as a late order and you will be subject to any additional shipping charges.

5. **Delivery Prep** (Get the word out)

- Once you receive your delivery notification, place the date that your order is expected to arrive on your 'Delivery Date Notices' (**page 16**) with the Spanish version on **page 17**.
- Make copies and send them home to remind the parents about delivery day.

6. **Delivery** (Get the orders home)

- It is recommended that once everything is inside that you organize orders by grade and by teacher. Each student's order will be labeled to make this process easier. Make sure that you check for students who may have more than one box and place them together.
- Distribute the orders to the students and/or parents.