

# Fundraising Checklist

By Nicole Nichols-West

- Prep Work
  - Set your fundraising goal.
  - Establish a spending budget for products, advertising and incentive prizes for your group.
  - Call your Fundraising Consultant to choose a product or program.
  - Plan a winning course of action.
  - Arrange a location for your fundraising sale or event.
  - Select a date 3-4 weeks lead-time to ensure proper communication of the event.
  - Notify group members and/or parents well in advance.
  - Gather all necessary supplies.
- Promotion
  - Designate a group of people to promote your fundraiser.
  - Advertise your fundraiser with posters, community announcements, mailings and emails.
  - Print flyers announcing the event.
  - Prepare a press release and distribute to local media.
  - Make sure the event gets listed on local newspaper calendars.
  - Include information about the fundraiser in your newsletter (if available).
- Fundraiser
  - Attend the event to greet and acknowledge your participants.
  - Briefly explain why this cause is so important to you.
  - Educate your donors on your cause and stress the benefits of contributing.
  - Motivate your group throughout your fundraiser with incentive prizes and fun activities.
  - Collect email addresses from offline donors.
  - Collect your final funds raised, and calculate profit.
  - Reward your top sellers.
  - Celebrate your fundraising success
- Follow Up
  - Send a post-event press release to local media.

- As you receive donations, write thank you emails.
- Set date for next fundraiser.