

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.