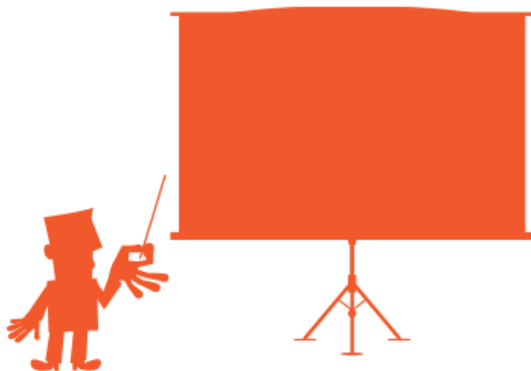


SCHOOL FUNDRAISING 101

Regardless of what program is ultimately chosen, school fundraising success comes down to student participation — and student participation is largely driven by what? The involvement and follow-through of parents, of course! Here's how to get parents excited about and working hard on your fundraising initiatives:

KEEP IT MANAGEABLE

Ensure parents have ample time and energy by rolling out just one or two larger-scale, higher profit-generating fundraisers per year. Keep them short and sweet, too (think one week rather than one month). This will ward off “fundraising burnout.”



KEEP IT FRESH

Just because it worked once doesn't mean it'll work again. Keep interest high by switching up your offerings each time you fundraise. Cookie dough and chocolate works well around the holidays, but Scratchcards or t-shirts might be more scintillating for Spring.

KEEP IT USEFUL

Look to offer items people can use or are in the habit of buying already as this makes a parent's job of selling simple. Smencils, candles, trash bags or magazines are all good options here.

KEEP IT TOP OF MIND

Nobody utterly adores the fundraising process — but absolutely everyone feels gratified by the extra funds once they're raised! Provide accessible channels of support, regular updates on your progress, and communicate your thanks generously and creatively as you go. Parents will feel appreciated!

KEEP IT SIMPLE

Make things easy on yourself by getting one of our local, Great American Reps dispatched to your school. They'll match you to your perfect program, kick things off with a WOW-infused assembly and introduce great prize incentives along the way!

EXTRA-CREDIT PRO TIPS

- Set a mandatory, minimum goal for each student
- Offer prizes to top sellers
- Have t-shirts made to up exposure and bolster spirit
- Supplement your program with an online fundraiser

NEED HELP?
GIVE US A CALL - WE'RE NICE!
1.800.443.5353