

# Key Points for Successful Fundraising

- 1. Establish a goal for your fundraiser.**
  - ★ Make a realistic goal for the fund you wish to raise.
- 2. Name a coordinator/chair person**
  - ★ Choose a reliable and driven person to lead your program
  - ★ Excellent organizational skills and follow through are very important
- 3. Assemble your sales team**
  - ★ Teams with a minimum of 5 individuals work best
  - ★ Collect all contact information including cell phone numbers for your team
- 4. Strategize your selling**
  - ★ Brainstorm about individual selling opportunities to make you successful
  - ★ Assign members specific target areas and organizations
- 5. Prepare your order forms**
  - ★ Clearly organized order forms can make the entire process much easier
  - ★ Set goals for individuals to sell
- 6. Communicate with your team!**
  - ★ Make sure everyone is communicating with your leader/chair person
  - ★ Ensure everyone is aware of both order and delivery deadlines
  - ★ Prepare everyone to complete orders before the submission deadline for Heartland Growers
- 7. Delivery Preparation**
  - ★ A firm shipping address and delivery date need to be established as soon as possible
  - ★ Ensure sales team is scheduled to assist with delivery and unloading/sorting process
- 8. Plant Storage & Care**
  - ★ Download and print the informational and care instructions from the Heartland Growers website and distribute to all team members
  - ★ Make sure instructions are followed to deliver the best quality plant to the customer
- 9. Deliver all product to customers**
  - ★ Make the care sheet available to all customers
  - ★ Schedule convenient delivery/pick-up times for your customers
- 10. Celebrate the success!!!**
  - ★ Celebrate your successful fundraiser with your entire team!
  - ★ Create contests to promote high sales!