



1-800-236-2696 orders@servicefundraising.com www.Servicefundraising.com

Fundraiser Sponsor Instructions

Thank you for your order to run a fundraising program with Service Fundraising!

In this package will be your parent letters (if required), your order taker brochures and order forms (if separate from the brochures) for each student.

1. Create an information letter with the fundraising campaign end date listed.
2. Pass out the brochures, order forms and information letter as soon as possible to start your fundraising sale.
3. We recommend selling for 2 weeks, to include at least 2 weekends. Have a clear start and end date for the campaign.
4. The students will collect the money from the customers when the customers order and turn in the money and the orders upon the fundraiser end date.
5. Your organization qualifies as Tax Exempt. Do not collect sales tax unless instructed to by your principal or school or organization accountant.
6. Have each seller turn in his/her order form(s) and money to you in an envelope with the seller's name written on it. You will want to keep track of the sales from each seller. Please make sure the amount of money turned in matches the number of consumer orders on each seller's order form.
7. If you have 20 or less order forms, please fax (or scan and email) the actual seller's order forms to us. FAX No. is 1-888-511-2898. We will call you to confirm receipt. If we not call you, please call us! If you have more than 20 order forms, please call us to arrange the best way to get the order forms to us.
8. Please issue a payment for our portion of the sale, which is 60% of the total gross amount of money collected. You will keep your profit of 40%.
9. We will tally each seller's order forms and send a report to you. If for some reason the payment made is more or less than the Order Form Tally report, we will either invoice you or issue a refund to you. We will be in touch with you after the tally to confirm the delivery date of the merchandise.

We have also included some Successful Fundraising Tips below for your information. The more you promote your fundraiser, the more money your organization will make!

If you have any questions, please call Larry, Paige or Jerry at 1-800-236-2696 or email to orders@servicefundraising.com. **Thanks again! We are happy to serve you.**

Successful Fundraiser Tips

1. **Kick off the project right.** A kickoff assembly is one of the keys to a successful sale. When the students get excited, the students and parents are more likely to participate. It's also great if you can get the teacher or principal to take an active role in the sale, like agreeing to kiss a pig if the school reaches its goal. That way, there's an anticipation that builds during the sale, leading to an exciting conclusion in which all the students can be a part of the projects success." Another option is to introduce the fundraiser to each classroom individually, rather than in a group assembly. *Use Social Media like Facebook, Twitter, etc to advertise your sale. Make hallway posters. Ask the principal to make a public announcement.*
2. **Get the message to parents.** Consider incorporating the kickoff message into your school's curriculum night or open house. Ask the fundraising company to provide samples of the products for the parents. Make a display of the activities, projects, and purchases your group will be able to sponsor if the sale reaches its goal. *Use Social Media like Facebook, Twitter, etc to advertise your sale.*
3. **Put it in writing.** Send the product catalog home with a detailed cover letter attached to the front, not stuffed inside. Don't rely solely on the form letter the fundraising company provides.
 - *Customize your cover letter to include the following information:*
 - Specific purpose of the fundraiser: Is it to fund the general program, travel expenses, competition expenses, budget or for a specific project?
 - Overall dollar goal
 - Key dates. Use the exact dates, not just "one week from delivery," and always state the day of the week. Include the date that order forms are due in, pickup or delivery date, and payment due date.
 - Payment instructions: prepay, pay upon pickup, or pay after delivery of merchandise
 - To whom checks should be made payable
 - Where students should turn in their orders (classroom or office, for example)
 - Sponsor Contact names and phone numbers
 - List Student Incentives
4. **Provide a convenient collection box for orders.** Put a box or envelope in each school classroom, plus one in the office. For middle and high schoolers who do not have a homeroom, provide a large collection box in the main office. Install a lock box in the office if security is a concern. Don't put the box in the lobby, where there's no supervision.
5. **Give frequent reminders.** For middle and high schools, make several announcements over the course of your sale to remind students to return their orders. Encourage them to check the bottoms of their backpacks and lockers for completed order forms. Allow extra time after the due date for middle and high schoolers, since the parents are involved less directly. *Set up Selling Tables at school: during lunch, in the hallways, at sporting events, etc when possible and appropriate.*

6. **Be meticulous with payments.** If you require prepayment, gather volunteers or a committee to compare order forms to payments. Prepare "oops" letters (form letters that indicate the type of problem and amount due, if any) to send out when the payment does not match the amount due. Count and organize the money for your treasurer. Complete a deposit notice, and turn the money over to the treasurer, etc for deposit.

Sample Fundraising Information Letter

_____date_____

Dear Students and Parents:

__group name_____ will be conducting a __type_____ Fundraiser from _____date_____. The money raised will be used for _____ what, why_____that our group needs at the school.

All of these projects depend on these funds. Please help with our fundraising campaign! This is a main fundraiser and your help is appreciated to reach our goal.

Please sell to friends, family, neighbors, and people at work. We would like each student to try and sell at least 12 items. Our profit goal is _____\$goal_____

Please read the following on how to fill out the order form:

1. Collect money at the time of taking order. Collect NO sales tax.
2. Make checks payable to _____, *or if possible, make one check to the school. This would make the money counting process much easier and quicker.*
3. Please tally the item columns and the money column. This needs to be done.
4. Make sure the money collected adds up to the cost of the items sold.
5. All orders and money are due on _____ date_____.
6. If we make our goal, each student will receive a _____prize/incentive_____!

We appreciate your help in making this fundraiser a success. If you would rather not participate in this event but would like to help in the fund raising effort, a financial donation would be truly appreciated.

Best Regards,

__teacher / sponsor name _____
__school / group name_____