

Product Campaign Strategy & Planning Guide

How do you start your product fundraiser? Well, you'll want to have a plan of action to determine how long your fundraising emphasis will last. [ProfitQuests.com](http://www.profitquests.com) has designed a generic fundraiser plan as simple to conduct as possible. Just fill in the blanks and alter to your liking for your specific fundraising product and organization. Follow these simple instructions to insure success:

Pre-Campaign

1. Choose a Fundraising Committee each year with up to 6 individuals serving.
2. The Fundraising Committee contacts several fundraising product companies to decide what product(s) that you will offer during the year. Start here at <http://www.profitquests.com/Products.html> to select a few for consideration.
3. Recruit the Fundraising Coordinator or Chair who will be in charge of your specific product fundraiser program.
4. Check with local taxing authorities if necessary to determine if you are required to tax your customers. It will be your responsibility to pay the appropriate taxes if required by your local taxing authority.

Week 1 (Prepare For The Kickoff)

1. Secure the proper amount of Sales Order Forms, Brochures or Catalogs of your chosen fundraising product. You will need for each member of your sales team or for each member of your group if everyone is selling. The brochures are provided at no cost to you and will be sent after you sign up. If you will be selling a product directly to the consumer, then place your initial order is on hand before proceeding to Week 2 below.
2. Set your group's goal of \$_____. Your goal should reflect what you are trying to fund. You may need several fundraisers to reach your yearly funding goal. For example: if your overall yearly goal is \$10,000 and you've chosen three fundraising products then your goal might be \$4,000 for each. (incorporate at least a 10% contingency with each).
3. If applicable, set individual goals of \$_____ for each sales member. This should be your current fundraising goal divided by the number in your sales team. For example, a goal of \$4,000 with 40 members should make a personal goal of \$100 in profits each. With a particular product providing 40% profit and costing \$10 each, your group would generate \$4.00 for each product sold. Offer prizes if any one of your group exceed their goal by 10%, 20% or similar.
4. Divide into sales teams of 5 each with a youth member as Sales Captain over the five and assign a special name for each team. Insure that each Sales Captain will follow-up with teammates during the next 3 weeks. If you are representing a sports team, scout troop, classroom or similar setup, then have one adult coordinator per team, troop or classroom responsible.

5. Be sure to emphasize a Sales Safety Strategy. Never have children conduct door-to-door sales without strict adult supervision.

Week 2 (Kickoff and First Week Of Sales)

1. Distribute the Fundraising Product Brochures or Sales Order Takers. Go to http://www.profitquests.com/files/Fundraiser_Sales_Order_Form.PDF and use our generic form. These brochures are given to your members at your meeting this week.
2. Mention that everyone has 2 weeks to secure their sales and meet their goal and stress your turn-in date of _____ (Week 4). Tell workers that checks should be made to _____. Emphasize that all money should be collected upfront at the time your supporter orders. No orders will be shipped without full payment.
3. Display your sales goals with the appropriate level of achievement for all to see. Tell all fundraisers of your group's goal to raise \$_____ Also give them a personal goal of \$_____ each or _____ # of products to sell. Mention that you have a special incentive or treat for the team that sells the most each week if you plan to offer one. You may also announce individual prize levels if using a Prize Program of some kind.
4. Midweek. Sales Captains call their team to encourage sales & get a report. They then call the Chair with their report.

Week 3 (Second Week Of Sales)

1. Distribute any additional Fundraising Product Brochures or Sales Order Takers to those absent from the previous meeting. This is your final sales week. Captains give an update if appropriate and encourage sales. Remind all fundraisers of your \$_____ goal and their personal goal of _____ # of products to sell and \$_____.
2. Display your sales goals with the appropriate level of achievement for all to see where they compare to their goal. Remember to reemphasize your prize or sales incentive program if you're offering one.
3. Midweek. Sales Captains call their team to encourage sales & get a report. They then call the Chair with their report.

If all is going well, and your members want additional time, you might want to extend sales for one more week only. Mention that all checks and money collected should be turned in at the next week's meeting. Remind them to collect all money upfront. No orders will be shipped without full payment.

Week 4 (Turn In All Sales)

1. Final Turn In Date _____. Collect money and order forms.
2. Use a Final Order Form and send in the appropriate fees and product count. Your order will then be ready to be fulfilled. Use our generic form http://www.profitquests.com/files/Profit_Quests_Fundraising_Final_Order_Form.PDF
3. Make a copy of each individual order forms for your records.
4. Typically you will keep the commission percentage (usually 40% or 50%) agreed upon upfront and send in the remainder. Include shipping fees if required.
5. Take out any taxes and present to your local taxing authority if appropriate.
6. Tell your workers that they should meet at _____ (location) on _____ (date) at _____ (am/pm) to pick up their items to distribute to their supporters.
6. Thank your volunteer Sales Force for all of their hard work and reward them with the agreed upon incentives.

Final Week (Distribution Of Products)

Call a meeting and pass out the fundraising items or products for distribution to your supporters. Have the copies of your initial brochure sales order forms on hand giving a copy to each Sales Team Member (worker). If not done already, set a time for distributing any prizes or awards promised to those that sold the most or to the teams that had the most sales. Display your goal chart or poster.

Wrap It Up

The Fundraising Chair or Coordinator then wraps everything up and gives a report to the Fundraising Committee or Organization. At this time, make a decision to conduct this particular product fundraiser again or wait until next year to choose another. Now would be a good time to evaluate the dates and timing of this year's fundraiser.

This will help you "fine tune" your fundraisers for maximum effectiveness and amount of funds raised. The above scenario is typical for selling products like cookie dough, candy, candles, or other sales items.

For fundraising campaigns that involve custom engraved bricks, marathons, commemorative coins, or inkjet cartridge recycling you may need to stretch your calendar from a few weeks to several months or a year so that additional time is provided to achieve a high degree of success.

Call 888-272-4540 or Visit ProfitQuests.com for free fundraising ideas, resources and products.