



## **Fundraising Pointers and Tips**

- ❑ The day you receive this Marketing Kit, name chairpersons for each area of the sales campaign.
- ❑ Schedule a fundraiser kick-off party. Invite the media. Raffle a free flag. Arrange for a community leader to make the first purchase and use this as a photo opportunity.
- ❑ Put a stack of posters/flyers in your car, along with a sample flag or banner and tell everyone you know about your project. Nothing beats word of mouth advertising.
- ❑ Distribute flyers through the school system and local community groups (master enclosed).
- ❑ Mail fliers to school alumni or past members of your organization.
- ❑ Send Press releases to the print and broadcast media (samples enclosed).
- ❑ Send Public Service Announcements to your local radio stations.
- ❑ Place follow-up calls to print and broadcast media
- ❑ If budget allows, place ads in local papers (ad template enclosed)
- ❑ Get local businesses involved in your fundraiser. Encourage them to give flag sets as a thank-you to their customers and employees.
- ❑ Use key gift-giving periods to your advantage, for example, Father's Day, graduations & holidays.
- ❑ Volunteer to speak at meetings, luncheons & community service clubs about the fundraiser. Remember to bring a sample.
- ❑ Enclose a flyer in all of your organizations mailings.
- ❑ Set sales goals for all committee members and consider rewarding top sellers.
- ❑ Remember to recognize volunteers & generous contributors.

**Please do not permit children to go door-to-door unaccompanied by an adult.**