

Guidelines for Conducting a Successful Fundraiser

Using Berkshire Grown's Local Goods & Gifts Program

FYI

You will need at least **5 weeks lead-time**, from start to finish, to conduct your fundraiser. Decide on the date to have your distribution day. Count 5 weeks back from that date.

The first thing you do

Select what products sheets you would like to offer. You may choose to run a fundraiser with one, three of all eight product sheets, it's up to you. The wholesale list contains all the contact information for product manufacturers. Call the product manufacturers you have chosen to let them know you would like to offer their products and to confirm availability. For example, maple syrup providers need advance notice for bottling, baked goods and roasted coffee are made to order. Most manufacturers require 3 weeks lead-time from the time you submit your complete group order.

Next

Customize your Cover Back Statement to provide all the important information for your fundraiser, like order due dates and delivery schedule. Download your selected order forms, your customized Cover Back Statement and print. Distribute your stapled forms with cover. You can run the selling period of your fundraiser for 1 to 2 weeks.

Firm Deadlines

Collect the orders on the due date. Be firm. Do not allow extensions or it will hold up the entire order. Past experience tells us that late orders never amount to much.

Accuracy

Double-check the product totals for accuracy. Everybody makes mistakes. Deposit the checks into your group's account immediately so that the money will be available to pay the product manufacturer at the time of delivery or pick-up.

Order

Call all the product manufacturers with your total order 3 weeks in advance. Confirm pick-up times or negotiate delivery. Most manufacturers submit their invoice at the time of pick-up or delivery. Work these details out at this time.

Delivery Day

For schools, the best arrangement is to plan having all your products delivered around 12:30 at the cafeteria. Frozen products stay well-frozen if you stack them close together. Have your volunteers bring as many plastic grocery bags they have in the interest of re-use. You will pull the orders, fill these bags and staple the student's order forms to the bag. Students need these order forms back so they can distribute their sales. In our experience, the most successful method is to deliver the bags directly to the students at their last class. You may choose to have a pick-up table.

Surplus

Some products require case purchases (pizza, tea, coffee). We have found that there are always parents or staff that want more or didn't order in time and will buy your surplus.