

Fundraising Recommendations and Best Practices

Here are some suggestions to help you make the most of your fundraiser and achieve your goals:

Collect money upfront:

- We understand that a big problem with fundraising is getting everyone to participate. One way to ensure participation is to have your sellers **pay for the tickets upfront**. The sellers then recover their money by selling the tickets. Getting the money from sellers upfront means your job, as fundraiser administrator, is done once you distribute the tickets. Once fundraiser is paid in full, all remaining funds stay with your organization.

Clear communication:

- If you are doing a fundraiser with kids, make sure the fundraising information is relayed to their parents or guardians.
- Set clear and concise deadlines for starting, ending, and collecting funds.
- Create a quick guide to send with your sellers with speaking points about your organization and the purpose of your fundraiser.
- Use social media to get your information out. Select the “Resources” tab on our marketing website to access images for posting on social media.
- Send out regular reminders to your sellers about upcoming dates and deadlines.
- Share results throughout the fundraiser campaign with your sellers to keep them motivated.

Selecting the right fundraiser for your group:

- When choosing the size of your fundraiser, think about more than just the amount of money you want to raise. Consider the following to determine the size of fundraiser your group can accommodate:
 - the number of sellers participating
 - where you will be selling your tickets, such as at a venue, in front of a store, etc.
 - your fundraiser timeline

Try not to set yourself up to fail!

- When you are creating your fundraiser, we give you flexibility to select the length of your fundraiser. The maximum times are:
 - \$1000, \$2000, and \$3000 fundraiser – 4 weeks maximum
 - \$4000 and \$5000 fundraiser – 6 weeks maximum
 - \$10,000 fundraiser – 8 weeks maximum
- We recommend keeping your fundraiser open for only 2 to 3 weeks. This ensures sellers stay motivated to sell and prevents procrastination or forgetting about the fundraiser.
- The great part about Streamline Fundraising is that once all tickets are sold and played, you can end a fundraiser early.

General

- Keep in mind that the fundraiser money must be spent on the purpose outlined during the fundraiser setup.
- When defining how the fundraiser money earned is spent, consider broadly defining your purpose for the funds instead of being too specific. Being specific may limit how you can spend the money.