

# FUNDRAISER FORMULA

Tried-and-true steps to rock your next fundraiser



## Brainstorm

The most successful fundraisers often come about through collaboration, where a Team becomes invested in an idea together. Work with your employees, industry partners, and other community members to brainstorm ideas.



## Tell the Story

Give community members an emotional connection and a reason to give by sharing a story that resonates. Be open about sharing why this cause is relevant and post information about it on the storefront.



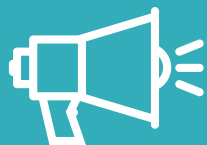
## Keep it Simple

Stick with simple products, one- or two-color options, and a small selection of products to streamline the orders. People can get overwhelmed with too many options.



## Be Transparent

People are more likely to participate if they feel confident their purchase will make a difference. Make it clear on the store what the fundraising goal is, who it supports, and how much is donated with every purchase.



## Get the Word Out

Share the store via email, social media, and word of mouth, encourage others to help you spread the word. As the fundraiser gains more traction, reach out to local and industry media outlets to share the good news and invite others to participate.



## Share the Impact

Once the store closes and orders have been fulfilled, share the story of the impact so customers feel good about their participation. Tag other businesses that were involved. Encourage customers to post about their purchase on social media.



## Rinse & Repeat

Revisit your fundraising plan offer new products, colors, designs, marketing strategies, or causes to support.