

FUNDRAISING 101

YOUR ONE STOP GUIDE FOR FUNDRAISING TIPS





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INTRODUCTION

Fundraising is an important part of any organization. Especially when it comes to scouts and groups involving children. Fundraising supports your organization while teaching valuable lessons to all involved.

Organizations across the country rely on fundraising campaigns to support members, sustain operations, and further their respective causes. In this eBook we will help you to plan successful fundraising campaigns and then see them through to the end!

When leaders are aware of the many elements that make up a good fundraising campaign, they can tweak their own efforts to attract new donors and win long-term support from their communities for years to come.

There are many elements that go into fundraising. If this is your first fundraiser, your promotional efforts will be a big part of planning and executing your fundraiser, after all, how else will your community learn about your great organization? If you're building on previous successes, you likely already realize that with each campaign, you earn loyal supporters who serve as the core of your organization.

Check out all of the great tips and tricks that you will learn in this eBook below.

Before Your Fundraiser

Tips for running a successful fundraiser
The path to a successful fundraiser
Helpful Tips and Resources

During Your Fundraiser

Promotional Tips
Social Media and Sales
Fundraising Process Tips and Resources

After Your Fundraiser

Wrapping up your fundraiser

About Evergreen

Who we are

Fun Fact:

91% approximately 91% of high net worth households give to charity.

(<https://nonprofitssource.com/online-giving-statistics/>)

CHAPTER 1

GETTING STARTED

Tips for Running a Successful Fundraiser

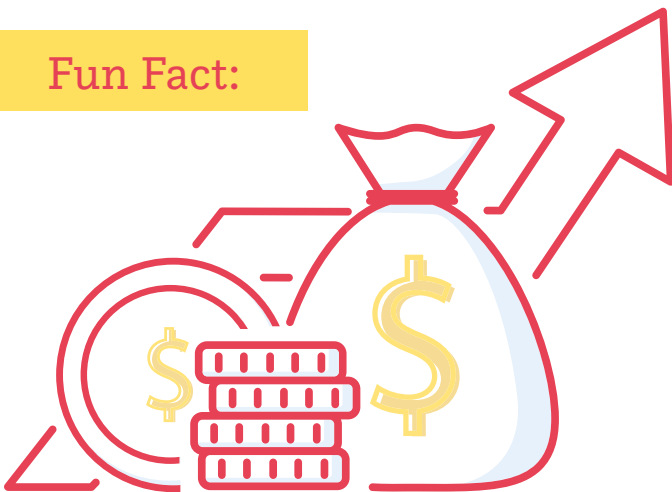
You've been given the role of leading or managing a fundraiser, but where do you start? Should the committee start by working on gathering volunteers or coming up with ideas? Should you imitate other fundraisers or come up with something new?

Whether you're stepping into a vacated position or creating a brand new fundraising effort, as the new leader, you have a prime opportunity to make this fundraiser a great success!

By taking a step back and coming up with fresh ideas, fundraising leaders can set themselves apart and create something special.

Today's consumers are constantly being bombarded with fundraising requests from a variety of worthy causes. Schools, churches, and non-profit organizations all work hard to bring money in to sustain operations and help make the world a better place. To stand out in this crowded field, it's important that a fundraiser create an image that resonates with the public. This starts with a theme.

Fun Fact:



Whether your fundraiser is enjoying its first year or celebrating its 20th year, a theme is an important part of the process. Each year, the committee should choose a theme that ties in with the mission of the organization the fundraiser helps. This theme should be incorporated into all event promotion to better reach your target audience.

30% of annual giving occurs in December.

(<https://nonprofitssource.com/online-giving-statistics/>)

Find Your Product

An important step in organizing a fundraiser is choosing your product. Some organizations have a standard product they sell each year and that creates a branding opportunity in itself. Holiday Wreaths are a great example of a product that works and is attractive to fundraising groups year after year. While your organization doesn't have to be locked into one particular product, it is a good idea to find something that meets consumer demand. The primary factor driving your choice of product should be your audience. Take some time to think about who you're going to be fundraising to, and what they are interested in. What are they most likely to purchase? Put yourself in their shoes and make your product decision from their perspective.



Choose a Theme

Whether your fundraiser is enjoying its first year or celebrating its 20th year, a theme is an important part of the process. Each year, your committee should choose a theme that ties in with the mission of the organization the fundraiser helps. This theme should be incorporated into all event promotion to better reach your target audience.

Have a Plan

Once your committee has developed a theme and chosen a product, it's important to craft a detailed plan for your fundraiser. This should include a timeline for each milestone, as well as each person's duties and responsibilities. Be sure to regroup regularly to ensure every team member is doing their part. This will keep the fundraiser progressing on schedule.

Each committee member should be given a written copy of the fundraiser's mission and goals.

As the planning process progresses, it's easy to get so caught up in making sure products are delivered and events are successful that all involved parties forget about the end goal.

A fundraiser can be a challenging and rewarding endeavor. But in order to reach a successful conclusion, leaders must spend time carefully strategizing at the beginning to create a fundraising program that appeals to the community. By choosing the right products and branding your campaign, you'll give supporters a better understanding of what you're trying to accomplish and how they can help you reach your goals.

HELPFUL TIPS & RESOURCES

Want a helpful visual to explain the steps of a successful fundraiser? Let our mustached Boy Scout troop leader show you the way in our Infographic.

Use these tips to help plan the perfect fundraiser!

- Boy Scout Recruitment Ideas
- How to Generate Excitement about Your Fundraiser
- Setting goals for Christmas wreath fundraisers

CHAPTER 2

DURING YOUR FUNDRAISER

You've completed your kickoff! Congratulations, now the work begins! Today it's easier than ever to spread the word about your fundraising efforts, thanks to social media. But traditional word-of-mouth marketing is still a useful tool that shouldn't be overlooked. With a little creativity, you'll draw attention to your fundraiser and increase your chances of success!

Tips for Promoting Your Fundraiser

In the Community

Your community is your closest and most loyal audience! If you are running a church fundraiser or your fundraiser is tied to church members or activities, get the word out by writing a small promo in the order of service, printed newsletter or email newsletter. Get out on foot and ask if you can set-up a table in a social hall and post flyers around the community to promote your fundraiser further.

Social Media

Social media is one of the best ways to quickly and easily get the word out about your fundraiser. Facebook and Twitter are great platforms for stirring up interest, especially if you live in a more populous, urban neighborhood. There are several neighborhood social sites

popping up too, such as Nextdoor. Check to see if there's one for your neighborhood. Your neighborhood could also have a digital newspaper where you can post about your fundraising efforts. Don't be afraid to utilize all of the social platforms that are relevant to your audience! More on social media and sales later.

More than Fundraising

Offer to do something beyond just collecting money and delivering the products. This could be raking leaves, picking up canned goods for donation, partnering with another group like Habitat for Humanity for a day, and anything else you can think of. This not only is great for your group and the community, but you'll be able to talk to more people about your fundraiser.

At Neighborhood Functions

If you're not allowed to set up a table to take fundraiser orders at community events, find out if you might be able to hand out small flyers with fundraiser information on them. Think beyond town festivals – sporting events and other evening events could be a great opportunity.

How Social Media Can Help with Sales

As you plan this year's fundraiser, you may automatically go back to the strategies you've employed in previous years. Traditional promotional methods certainly still have value, but it's no secret that our ability to promote and the tools we have at our disposal have drastically changed in the last few years. More than ever, people are communicating with neighbors, family members, and friends through sites like Facebook, Instagram, Snapchat and Twitter.

There's an art to social media marketing. In order to be as effective as possible, your organization should pay attention to some of the very techniques top marketers use. Those strategies can be put to use as you work to get the word out about his year's wreath sales.

Encourage Sharing

Your organization's social media presences likely have limited audiences, especially if they're relatively new. Instead of merely posting news about your fundraiser on your own page, encourage all of your followers to share the news with their own followers.

Some organizations have even found contests and giveaways are a great way to encourage shares, with each share or retweet earning an entry into a free giveaway.

The best place to start your publicity is internally. For example, if you are a boy scout troop, have each member of your troop post an announcement on their own social media sites and encourage shares from their own followers. This will give your fundraiser a boost in engagement and visibility.

GO VISUAL

Social media users' news feeds are filled with updates. To stand out, your organization has to do something different. Images are a great way to draw someone to your message, especially if the image is colorful and eye-catching. The more unique your image is, the more likely it is to be effective. According to eMarketer photos are also the most engaging type of content on Facebook, with an impressive 87% interaction rate from fans. Don't limit yourself to Facebook and Twitter, either. Images are ideal for sites like Pinterest and Instagram.

Fun Fact:

21% of donations are directly through social.

(<https://nonprofitssource.com/online-giving-statistics/>)



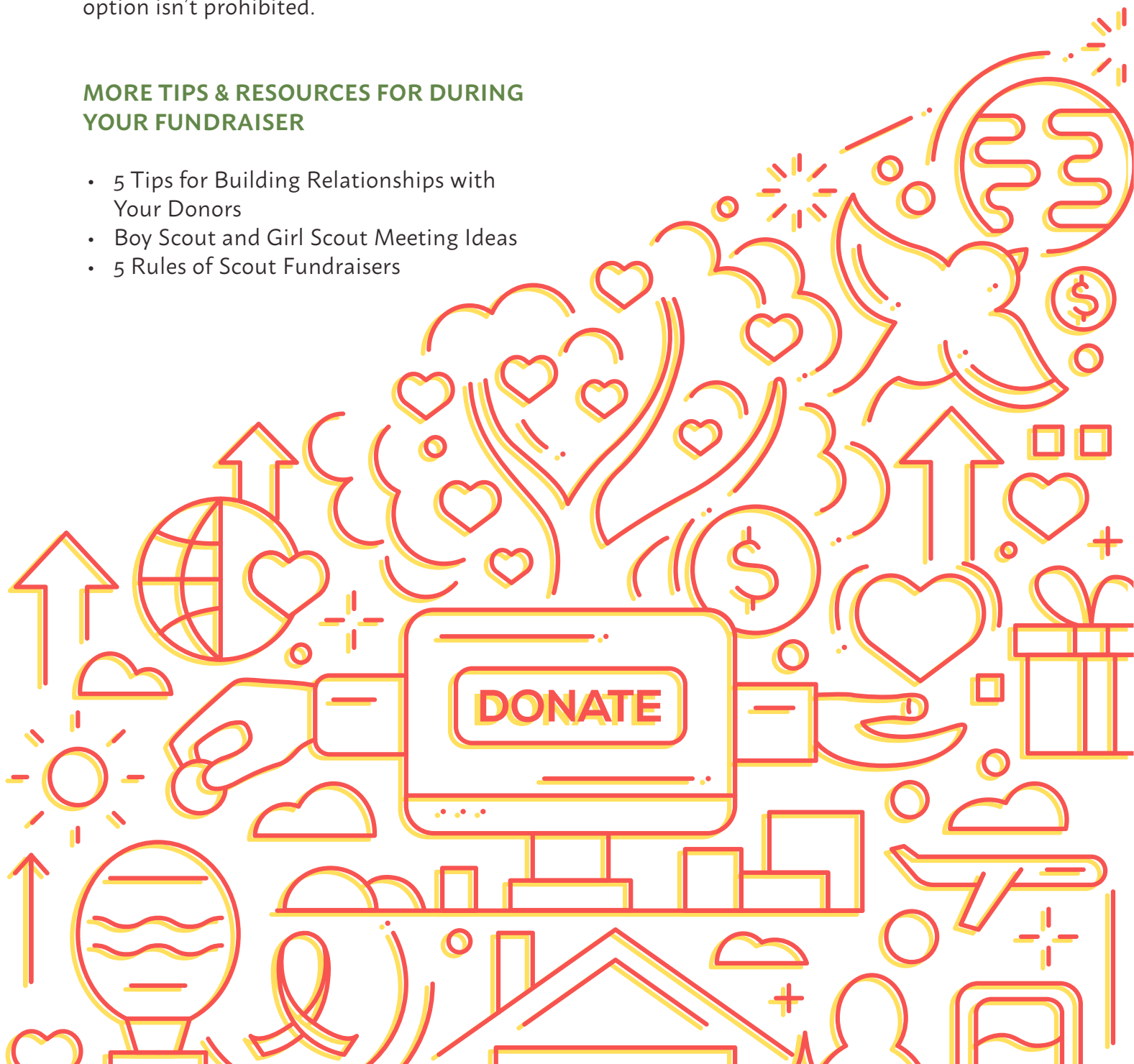
MAKE PAYMENT EASY

If you go door-to-door for wreath sales, it's most convenient to sign people up and collect payment right away. If you don't collect payment prior to ordering, you'll have to plan to drop off the wreath and collect payment at that time.

If you make sales online, it's best to direct your customers to a specific event or location where they can complete their payment, and pick up their product. You could also consider collecting the payment electronically if that option isn't prohibited.

MORE TIPS & RESOURCES FOR DURING YOUR FUNDRAISER

- [5 Tips for Building Relationships with Your Donors](#)
- [Boy Scout and Girl Scout Meeting Ideas](#)
- [5 Rules of Scout Fundraisers](#)



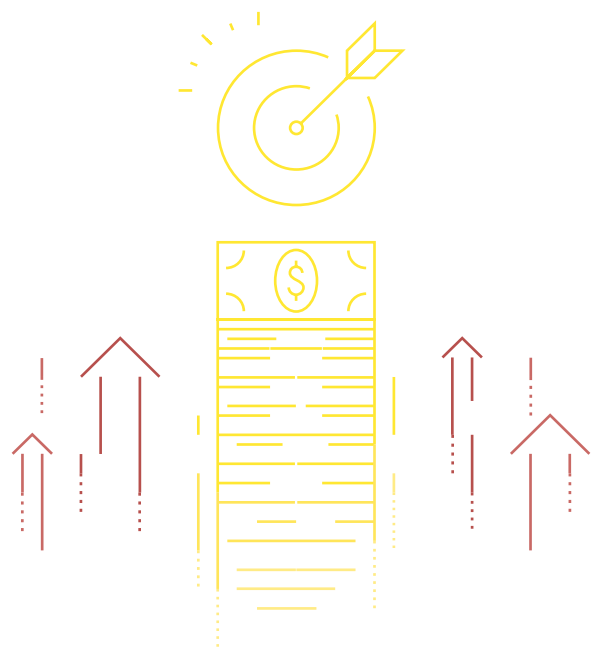
CHAPTER 3

AFTER THE FUNDRAISER

Some of your most important work will begin after the fundraiser is complete. This will be your opportunity to review your work, plan how the money you raised will be allocated, and make important assessments that will come in handy as you plan for next year's campaign. The following tips will help you make sure your wrap-up goes as smoothly as possible.

Five Post-Fundraiser Wrap-Up Tips

You've worked hard to create a successful fundraiser, now it's time to enjoy your success and wrap-up the year on a high note. After the money has been counted and the books are up to date, you will likely want to move on to other priorities, tabling fundraiser planning until next year. But the weeks immediately following any fundraising campaign offer a valuable opportunity to learn from your recent fundraiser. While it may seem tempting to wrap things up as quickly as possible, the wrap-up period is the best time to start planning for next year.



Take some time for reflection and analysis, and lay the groundwork for next year's campaign. Learn from your wins and mistakes. This will make next year's planning process easier and strengthen your fundraiser's success.

Here are a few things you should do following your next campaign.

GATHER AND DISCUSS

After the majority of your fundraising work is over, hold a meeting to go over the success of your fundraiser. Pay attention to what didn't necessarily go as planned as well to discover where you went off track. Many times the issue is simply that roles and responsibilities weren't as clear as they could have been, and that is truly an easy fix.

Look at what worked really well and why, then have a discussion on how to build on those successes. Were certain people instrumental in your fundraiser's success? If so, do they have tips or suggestions for the group? Recap the event with a summary. That way, next year's committee can learn from your experience.

ACKNOWLEDGING PARTICIPANTS

Most nonprofits utilize volunteers to accomplish fundraising goals without spending extra money. As part of fundraising campaign wrap up, fundraising organizers should include showing gratitude to the people who worked so hard. This can be in the form of an inexpensive pizza party, an awards ceremony with gifts, a simple thank you note, or a unique recognition event.

CONDUCT A SURVEY

Even if organizers have been an active participant in fundraising activities, there's no way for one person to know everything that happens. Instead of relying on their own perceptions, organizations can gather feedback from workers that can be used to make improvements next year. Sites like Survey Monkey and Waggl make it easy to deploy simple surveys and gather results. Consider keeping responses anonymous to allow participants to speak freely.

REPORT RESULTS

Many donors prefer to know more about an organization before handing over their hard-earned dollars. If the fundraiser allowed a scout troop to take an exciting trip, photos or videos can be a great way to market your fundraiser next year. Ask members to write a short explanation of how the fundraiser benefited them to post your website. Use these great marketing tools as a way of thanking donors and encouraging loyalty.

USE ANALYTICS TO MEASURE

Nonprofits today have access to a wealth of technologies that can help them determine how their campaigns performed. Google Analytics provides reports on the actions that brought visitors to a nonprofit's website, while sites like Facebook and Twitter have built-in analytics to learn which of your promotions are getting the highest engagement, visibility, and reach. By collecting these results and studying them, you are able to make informed decisions about the next year's marketing efforts. Successful fundraisers are constantly tweaking their efforts to improve next year's results. By taking time for reflection immediately following a campaign, nonprofits can ensure future successes.



ABOUT EVERGREEN

SUSTAINABILITY

Evergreen Industries is committed to sustainability. Our bough harvesting takes place after successive hard frosts in late September or early October each fall. The raw materials used in our wreaths, swag, centerpiece, and natural fundraising products are cut from federal and state lands, privately owned properties, and land ceded to Native Americans. Generations of families work for Evergreen Industries picking thousands of tons of boughs. Evergreens are hand-cut, bundled, and delivered to our production facilities and keep our plants busy through the holiday season. They're made into wreaths and all of our fundraising products that make your Boy Scout, school, or nonprofit fundraiser a success.

THE EVERGREEN GUARANTEE

Our goal is to guarantee success by providing:

- The highest quality and freshest products available
- Dependable, on-time delivery
- Competitive pricing to ensure you're profitable
- Liberal net 30 credit terms for legitimate fundraisers
- Sales support and FREE sales aids
- No down payment or pre-order requirements – absolutely no risk
- Only order what you pre-sell
- An unconditional guarantee
- Assistance from our knowledgeable staff
- Promotional prize packages based on your total sales

Successful fundraising is a combination of careful planning and hard work. With the right leadership in place, you can exceed your fundraising goals year after year, bringing in money that will help it further your cause. In addition to great leaders, each campaign needs dedicated volunteers who are passionate about the work the nonprofit is doing and want to help in every way possible.

A large part of success for any fundraiser is choosing the right product. When a nonprofit offers a product community members get excited about, the money will add up quickly, with minimal effort from volunteers. Combine this with a theme that connects with potential donors and your volunteers will only need to introduce themselves to community members to bring in money.

To learn more about our fundraising products, please visit www.evergreenindustries.com.



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