

# How we fundraise – Fundraising 101

## SET UP YOUR PROGRAM

- First, you'll review Evergreen's items we offer in our catalogs to determine what you would like to sell.
- Submit your [Organization Data Sheet](#) so that we can set up your account and prepare for your fundraising efforts.
- Ask your questions! Our team is here to help you get started.
- Receive your free, colored brochures to help with sales.

## SELL YOUR ITEMS & RAISE MONEY

- Use Evergreen's free resource like the Fundraising 101 eBook and articles within the [Evergreen Blog](#) for ideas and guidance!
- Submit your orders using Evergreen's Order Now page or emailing orders to our dedicated ordering email account
- Receive your confirmation email from our team.
- Review your order to ensure all the pieces match up.

## DELIVERY AND CELEBRATE!

- Evergreen will contact your team after your order is shipped
- You can track your order on our Shipping & Tracking page
- Once your items have arrived, all you have left is to deliver to your family, friends, supporters and neighbors!



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# How to Take Your Fundraising to the Next Level



## Overview

Working with busy parents and leaders of sports teams, scout troops and youth groups, Evergreen has seen the stress planning a fundraiser can put on people. It's fairly normal for you to want to get your fundraiser over with as quickly as possible. We, too, want your fundraiser to go efficiently, but we also want to help you think strategically and take it to the next level.

By going through this 3-part series, we think you can execute a fundraiser that earns you more than previous years. From start to finish, working well with everyone involved, we've seen how possible this type of growth really is.

**review**

**page 3**

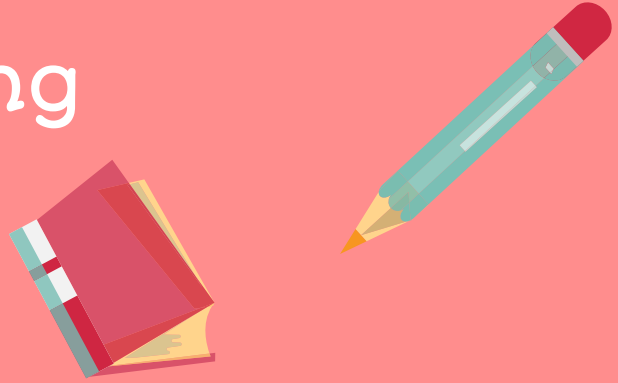
**inspire**

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**optimize**

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# Part 1: Reviewing & Planning



For part one, let's discuss where to start. By effectively reviewing your previous fundraisers and properly planning out the following items, we'll get you prepped for your best fundraiser yet.

## 1. Review the numbers

Hopefully, someone on your fundraising committee or you yourself kept track of how much was raised last year, how much was spent and if it was enough to support your cause. That way, you can estimate how much you need to raise this year.

Additionally, it would be helpful to note how long you spent planning, how many people you had to reach out to in order to reach your goals and how much help you had to give to the kids. Knowing these numbers could help you predict how much energy and resources need to go into your next fundraiser—maybe you have to reach out to a few more people if you want to make x-dollar-amount more.

If you didn't keep track of this information last year, this should serve as motivation to do so this year. [Here's an awesome post that simplifies the metrics every youth fundraiser should track](#). Fundraising Report Card also offers an [easy cheat sheet](#) to help you report on fundraiser metrics year over year.

## 2. Predict Outcomes & Set Goals Accordingly

In order to understand how much effort needs to go into this year's fundraiser and to set your fundraising goals, you have to make some predictions. Write out factors like...

- a) How many students, boy scouts, team members are you working with?
- b) How many of these have a parent or guardian that will be able to help them?
- c) How many of your purchasers from last year are likely to come back?

By thinking through these questions, you will be more realistic about your fundraiser's needs and be able to set more accurate goals.

As we'll talk about in part two of this series, we recommend including your team as you set goals. For guidance through your goal-setting process, read "[How to Set Accurate Fundraising Goals](#)."

### 3. Try Something New!

If you're planning early enough, you have time to take a little risk. Here are some fun ideas to get your brainstorming rolling, but be sure to have a planning session with your team to really get the creative juices flowing.

#### ○ VIDEO PROMO

Try to find someone who will record your team for free or at a reduced cost. You can simply have a collage that shows cute snapshots of your group throughout the year or you can record yourselves explaining how your fundraiser works.

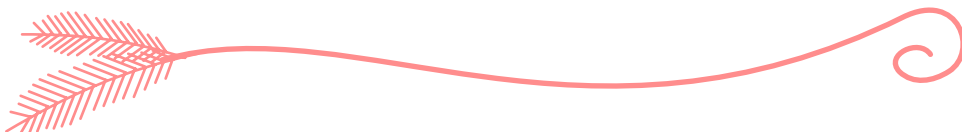
#### ○ CREATE A WEB PAGE OR WELL-DESIGNED EMAIL

Rather than relying on old tactics like fliers to promote your fundraiser, try setting up a simple, free web page, email send or Facebook group. [Here's more guidance on creative digital promotions](#).

#### ○ STUDY YOUR DONORS

It's normal to send the same thing to each and every potential purchaser for your fundraiser, but this year, try paying attention to what works for each. You're talking to different people, so it's likely they'll want to hear from you via different routes.

For example, when you called up your elderly next door neighbor on the phone, they likely answered, but they had ignored your three emails you sent. Whereas the new 30-something couple down the road didn't respond at all until you sent them a Facebook message. Take notes on who prefers what so if nothing else, next year's fundraiser will be a lot more efficient.



A successful fundraising plan is all about being mindful of what you've learned in previous years, setting realistic expectations and throwing in some new tactics here and there. For more fundraising plan success go through part 1 and 2.

# Part 2: Rallying Participants



There are a few common tendencies we have witnessed when it comes to fundraisers for kid's activities. For starters, it can feel easier to have the adults take the lead and just direct the kids to call up a few neighbors. However, if you want to take this year's fundraiser to the next level, we suggest having the kids play a more active role in planning and goal setting.

## 1. Hold a planning session with them

Involving the kids through the whole process has a huge benefit: they'll feel important and because of that, they'll be more excited to participate. They don't have to be at every meeting, but at least kicking off the fundraiser with a brainstorm session where you ask them for ideas can both get them to take pride in their work and help bring up fresh ideas.

This is especially beneficial when it comes to goal setting. If you help talk them through the importance of goals and they feel like they're choosing these numbers themselves, they will feel more responsible for their work through the entire fundraiser process.

*"Goal-setting is important in sports and fundraising isn't any different. By giving players goals, you'll tap into their competitive spirit" – [theSeason](#)*

## 2. Create a better atmosphere for friendly competition

Maybe last year you avoided manifesting competition between participants, as you didn't want things to get dicey. However, the competitive spirit is only natural. Instead of pretending your participants aren't competing, embrace this tendency and work with it. Explain how the main goal is to do well as a group, so they should encourage each other first and foremost. Use the analogy of a sport's team or a construction crew—everyone depends on the other for success.

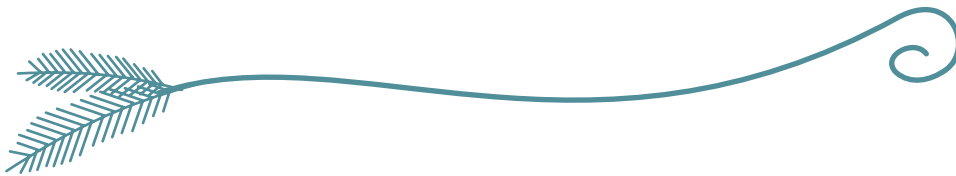
Once they seem to understand this, you can show fundraising progress on poster boards at your meetings or give a shout-out to the top performer each week. Then, to go back to emphasizing collaboration, at the end of the fundraiser point out how all the participants formed the whole.

## 3. Offer team-based incentives

Many fundraiser blog posts point to individual prizes for top performers. This is a great tactic in some situations, but if you really want to see changes in your fundraising success this year, offer prizes for when the entire team meets their goals. Announce it at the initial kick-off meeting, "if you reach \$\_\_ amount as a team, we will go on a group outing." That way, each week, team members are not only eager to meet their own goals, but they want to encourage other teammates to meet theirs.

### OTHER INCENTIVES FOR YOUTH FUNDRAISERS:

- [Fundraising Incentive Ideas](#)
- [How Fundraising Incentives Can Help with Your Next Drive](#)
- [Evergreen Industries Fundraiser Rewards and Incentives](#)

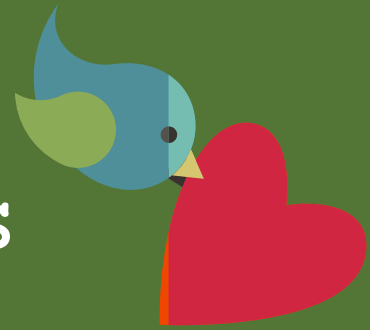


A strong team, who's willing to try new things and pull their own weight, is key to any successful fundraiser. Try these new tactics to see how they help take your fundraiser to the next level.

Now, all you need are people willing to support your mission and purchase your fundraising product. On to part 3: Optimizing Donor Relationships



# Part 3: Optimizing Donor Relationships



For our final portion of this series, let's discuss how you can get early buy-in from previous contributors and even get them to help bring in new contacts. All they need is a reminder of how much they've meant to you and a little help in sharing about your organization.

## 1. Thank contributors early and point out their impact

Rather than relying on last year's "thank you" as enough, send out an email or letter 4-6 months before promoting your next fundraiser. This way, they will see it as an authentic thank you—as if you thought of them randomly—rather than a way to get them to purchase again.

Don't ask for more money at this point. Instead, tell a story about how you still appreciate their contribution last year and how they specifically made an impact.

If it feels appropriate, you can end the note with a "look for us next year" or "we'll be reaching out again soon" just so they can anticipate the request. This transparency might help them plan so they aren't scrambling.

## 2. Utilize social influence

Though it may sound obvious, people like to follow what others are doing. We often overlook the power of this in fundraising efforts. According to NonprofitHub, social influence is "the tendency to reflect a behavior in a given setting; doing something because others are doing it."

In order to use this psychological factor in your fundraising, you'll need your previous donors to start talking. To help them do so, you have a few options...





## ○ SOCIAL MEDIA

Encourage contributors to share their story on social. You can direct them to share how it personally impacted them.

Or you can create an image or message for contributors to share on their network. As you craft this post, aim for wording that doesn't come across as bragging as people could shy away from sharing that. At the bottom of the message, specify that you'd like donors to share the message. Something like, "If you've contributed before, please share this with your networks to spread the word."

## ○ LETTER FORWARDING:

As you send out letters to ask for contributions, include a note about forwarding this onto friends. Don't be pushy, but instead suggest that if they want to make an even greater impact, they can share this with their network.

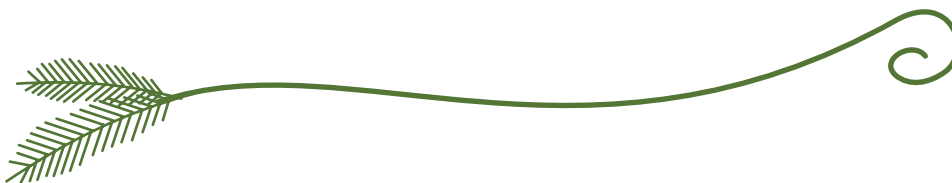
Also, make it easy on them. If you sent this via email, include an infographic or pdf they can forward on. If sent as a letter, include a smaller letter inside—with a stamped envelope if you really want to make it easy for them—that summarizes your cause.

## ○ INCENTIVES FOR REFERRALS:

Sometimes contributors need a little extra push to share about your nonprofit, something beyond just how much they like you. As you set up your fundraiser budget, make room to order a couple extra orders or a gift. State early on that if someone gathers more contributors, they will be put in a drawing for this reward.

## 2. Offer an early-bird incentive

Early birds should be able to catch the most worms! As you promote your fundraiser, encourage people to get their orders in early. Since you'll send out this note to previous purchasers, you can even make them feel like they're a part of something exclusive—getting special treatment for their loyalty. Incentivize them by stating that first orders will get the earliest delivery or will receive an additional small item with their order. The earlier you get people to commit, the more time you have to reach your goals.



# Final thoughts

At the end of the day, ensure you're not too sales-y. You simply want to encourage your previous purchasers to be excited about their involvement with your organization and incentivize them to continue their support.

If you have a strong fundraising plan, the backing of an awesome team and the support of your previous purchasers, you'll be all set for your most successful fundraiser yet. Can't wait to hear all about it!

## **MORE ON FUNDRAISING PLANNING:**

[Creative Ways to Announce Your Fundraiser](#)

[4 Tips for a Winning Fundraiser Letter](#)

[Setting Goals for Christmas Wreath Fundraisers](#)

# Ready to set up your fundraiser?

**CHECK OUT OUR PRODUCTS >**



