

School News

Five Simple Tips To Successful Fundraising

(NAPSA)—Many schools and nonprofit groups depend on fundraising to round out their operating budgets.

The difference between a so-so and a successful fundraiser can be five simple tips.

1. STATE your goal plainly.

Whether your goal is revamping a playground or providing your school with funding for the arts, be specific about what you hope to achieve.

2. PROVIDE added value.

Rather than just asking for money, find a fundraising partner and offer your potential donor an item with high-perceived value.

3. OFFER convenience. Today's busy consumer values convenience. Make your offer easy to explain and use—your volunteer salespeople will appreciate it, too!

4. PARTNER well. Choose a fundraising partner company with a track record of success and a product that is fresh and appealing. Chairpersons like an established program that reduces their headaches—and leads to big sales!

5. RECOGNIZE your donors. Publicize donor names in a letter to the newspaper and post the list at your school or headquarters. And be sure to send a thank-you letter—it will help in future fund drives!

SALES APPEAL is the key to making it all work. For example, one of the most popular fundraising lines is Sally Foster and its gift wrap, gift items, gourmet chocolates, books and home decor items. Sally Foster has a new approach that adds convenience to its sales appeal: Donors



Fundraising by selling gift cards offers more convenience for those raising funds and for those making a donation.

purchase gift cards and make purchases online. In the new program, donors can order whenever they want and have the products shipped directly to their door.

For schools, this approach is simpler and less labor intensive than traditional fundraising. In the past, once the sales drive was complete, the school still had to receive and distribute the items to donors. With the gift card system, the fundraisers simply submit their record of sales and receive their funds.

An organization like Sally Foster has been in the fundraising business for a long time, too. It can share its knowledge and experience, and provide fundraisers with the tools and support they need.

In addition, schools can receive additional revenue if a gift card buyer makes more purchases at www.sallyfoster.com beyond the value of the initial gift card.