



## How to choose the right fundraiser. Schools, Childcare, Clubs & Community Groups

### Don't be overwhelmed

If you are trying to decide what fundraisers to go with this year and feeling overwhelmed, you're not alone! There are a lot of choices. It's important to make sure you have a variety throughout the year and ensure a good ratio between effort and reward. The key is to balance the time your fundraiser demands with your financial needs, with an aim to raise money and build community spirit all at the same time.

### It's not just about the dollars

It's not just about dollars; it's also about using your resources wisely so you don't end up with burned out volunteers or unhappy parents. We all know parents have extremely busy schedules and they will be much more likely to help out if you make efficient use of their time.

### Keep it fun

I'm sure everybody agrees that we want to keep it fun, we want to keep it easy, we want to keep the kids involved and we want community engagement, but we don't want to have to work too hard to get there.

### Variety is the key

Different fundraisers require vastly different resources in terms of volunteer hours and skills. Product sales are typically the lowest drain on volunteers, utilising an average of 4 volunteers versus the 30+ volunteers needed for a large event like a fete. So, plan a combination of sales and event fundraising throughout the year.

### Create a tradition

Some products and events are so well-received that they may even become a tradition. Product sale fundraisers work because families love getting something of quality at a reasonable price while also supporting your cause and event fundraisers can put a lot in the kitty. If you choose wisely both can create fun and memories and keep your community connected.

### How quickly do you want to see results?

Also consider how fast you need to raise the money. You can arrange a cake stall and make a few hundred dollars pretty quickly, a customised product sale can raise a significant amount in a month or so, and a major event like a fete, trivia night or fun run can take several months to organise and promote.

### Choose your supplier wisely

A reputable supplier should be easy to do work with. They should have phone and email contacts, quick delivery of samples, no upfront monetary commitment, clear descriptions of all potential extra charges, and great customer service. There are many options out there so choose the right fit for you.

### Keep it easy

There are no medals for making fundraising hard on yourselves - so remember keep it easy, fun, healthy and community focused and when you're finished, make sure you communicate your results and say thank you to everyone involved, volunteers and customers.

**Good luck and keep the fun in fundraising!**

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## Questions to consider when planning your fundraiser

What kind of fundraiser will your community support?

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How much money do you need to raise? And what will it cost you to run the fundraiser?

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How much time do you have to raise the money?

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How much work is involved?

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How many people will you need to reach your goal? Can you share the load?

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Does it have a feel good factor?

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### When choosing a product ask yourself:

	Product 1	Product 2
What product fundraisers are you considering. e.g. Tea Towels		
Will your community be interested in buying the product? (Families & friends?)		
Will they likely want to buy more than one or two?		
Does the product price match the budget of your community?		
Is the product high quality?		
Does the company offer free samples?		
Are there easy to follow instructions and support materials provided?		
Are the products healthy and sustainable?		
Are the products long lasting, popular and easy to sell?		
Can you earn up to 50% profits?		
Can you take advantage of discounts or freebies depending of time of year?		
Do you need a budget or to spend any money to get started?		
Is the company Australian owned and operated?		
Does the company offer high levels of customer service?		
Does the company have a proven history with customer referrals and testimonials?		