

YOUR FUNDRAISING ROADMAP



Kids Korner Albany



1. Sign Up & Receive Fundraiser Confirmation and initial “toolbox” documents

- a. Fundraising Tool Kit
- b. Details for order form – please reply with any missing or corrected details
- c. Sample Parent Letter which you may opt to customize and send home with Sales Packet
- d. Consider a 60 minute Fundraiser Event or Incentive Program

Please Note: ALL CHECKS must be made out to YOUR ORGANIZATION.

2. Fundraiser Start e-mail

- a. Order form for approval – please reply ASAP , for printing of your forms
- b. Sample Parent Letter which you may opt to customize and send home with Sales Packet
- c. Enable your Online Store and review directions to share with sellers & supporters
- d. Receive printed order forms with brochures prior to start date



3. Kick off

- a. Enthusiastic presentation by you, and/or your Kids Korner representative
- b. Samples available upon request
- c. Hand out sales packet with brochure, order form and optional parent letter
- d. Communicate individual and group goals
- e. Communicate motivation plan to group... Incentives work! .



4. Start selling

- a. Hang posters
- b. Arrange for regular announcements during the sale; dates, purpose of the drive, incentives
- c. Send out promotional email/letter to staff, parents, group members, and community
- d. Email Online Store addresses for group members to use
- e. Post fundraiser promotion on your website, Facebook, newsletter, local newspaper, etc.



5. Mid-way point

- a. Send out reminder email/letter to group members and parents
- b. Promote your Online Store – use your short, custom Web Store address



6. End of Sale

- a. Collect order forms (and alphabetize them by last name)
- b. Collect and deposit all sale money
- c. Use online order tabulator to tally orders by item – submit form to Kids Korner Albany
- d. Confirm delivery details and receive Delivery Confirmation and Invoice
- e. Line up volunteers for delivery day (orders will be pre-packed by Seller)
- f. Send your payment prior to delivery, or make arrangements for payment on delivery

7. Delivery

- a. Have **Original Order Forms AND Seller Summary Reports** alphabetized and ready to return to sellers.
- b. If payment has not yet been submitted, have check ready for driver.
- c. Orders will arrive Packed-for-Student (minimum 100 units)
- d. **ONLINE ORDERS** will be packed in with paper orders – info in **Seller Summary reports**
- e. Set-up tables to sort boxes numerically (this should also align boxes alpha by Seller)
- f. Have designated spot for items not picked up
- g. Post results of fundraiser
- h. Follow through on motivation plan



WE SINCERELY THANK YOU FOR THIS OPPORTUNITY TO SERVE YOU.

GETTING STARTED WITH YOUR ONLINE STORE

Step 1: Activate your online store

To activate your online store, please click the secure link that was emailed to you. Click **ONLINE ORDERING** on the Left. Be sure to watch the [short video](#) that explains how to set up your online store.



Step 2: Add your sellers

Manually enter the names of all your sellers. If you have a large list, you can copy the sellers' information from a class roster onto the downloadable template and then import.

Be sure to add email addresses for all sellers to make distributing their store link much easier!

NOTE: For privacy purposes, Sellers will only be displayed on your Web Store by FIRST NAME and LAST INITIAL. Friends and family can search by last name to find their seller.

Step 3: Promote your online store

Click your store link to preview your online store. Keep in mind there is one **General Store Link** which gives supporters the option to choose a seller to deliver their order. This link can be shared from your Group Leader Portal. **A short, custom Web Store address** is also provided, for use on your parent letter, order form, etc.

Unique Store Links are also generated for each seller and can be distributed by clicking the **Email Link to Sellers** button. This is the recommended method of distributing your store link.

YOUR WEB STORE ACCEPTS ORDERS UP UNTIL YOU SUBMIT YOUR REGULAR ORDERS

Are you using social media to promote your fundraiser??

- When you prepare your Facebook post, be sure to provide links to your website if you have one, and tag some people from your group to get it moving around your community.
- Include the link for your Custom Website which we have provided for your sale.
- You, and everyone in your group can share the group post to ensure that it is further spread into your community.

The most common response to why people do not buy from a fundraiser... is that they were not asked or were unaware of it!

While you're on Facebook, be sure to LIKE our page! www.facebook.com/kidskorneralbany/

MOTIVATE!!

It's Proven! Setting Goals Works!! - Create Goals, Track Progress & Motivate Success

- Get Individual Sellers Motivated
- Get Your Group Motivated
- Get Parents Involved
- Get the Community Involved thru Social Media
- Remind your Sellers of all the people they can sell to



CONSIDER A 60 MINUTE FUNDRAISER! It can DOUBLE your sales!

- 1-hour event, held any time during your fundraiser- you ask all of your group members to participate
- Members use their cell phones and your custom Web Store to generate instant sales
- Contact us for complete details

Check out more details in our Book of Motivation – or on our Website: www.kidskorneralbany.com/toolbox.htm

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