

HELPFUL HANDY HINTS FOR YOUR FUNDRAISER

Promotion

For your fundraiser to be successful, strong promotion is essential. From email marketing to word of-mouth, you should plan to cover all your bases. Consider all avenues of communication, decide which ones are most suited to your organisation and will be most effective in getting your message out there to potential supporters!

A key part of your promotion should be informing members of the specific reason why your organisation is setting out to raise money e.g. to purchase shade areas for the School or new equipment. People like to know what your goals are and will most likely offer greater support.



EMAIL

Emailing potential supporters is often free/affordable, easy to send and quick in delivering results.

Write the content of your email from your supporter's point of view and seek to establish trust and an emotional connection before trying to achieve donations. Use a featured photo to grab attention- followed closely by the title of your fundraiser and description of why your organisation is setting out to raise money.



SOCIAL MEDIA

Use the organisations and/or your personal social media accounts to reach a large amount of potential supporters. Feel free to share any picture or videos you see on Homestyle Bake's Facebook or Instagram.



PRINTED FLYERS

Place promotional posters in high profile positions where potential customers can view. e.g. main office entrance, notice board, tuckshop, office tearoom and school gate. **We are happy to assist in the creation of flyers to support you.** Just ask our friendly Fundraising personnel.



NEWS LETTER

Advertise your Drive in your Newsletter. Please note we offer a fantastic Drive Notifier to get your message to your customer.



WORD OF MOUTH

Mention the fundraiser to as many people as possible (in the lead-up and during the fundraiser and ask for your Committee to do the same). Never think that someone won't be interested – Let them make up their own minds!

**DO NOT HESITATE TO REACH OUT TO US FOR IMAGES TO USE
IN YOUR EFFORTS TO PROMOTE YOUR FUNDRAISER.**

Let's raise some dough...



Tips & Tricks

Below are a list of tips we have compiled to help make the running of your Homestyle Bake Fundraiser smooth and stress free.



ORDER FORMS (not applicable to those who choose to run their fundraiser online)

Allow Order Forms to be in circulation for approximately 2 weeks.

Distribute as many forms as possible.

Have orders returned to you 2 days prior to Homestyle Bake's order date.



HELPERS

Consider choosing people who you know will spread the word about how great the products taste and encourage people to participate.

Provide "Hints" to your fundraising members on who to promote your fundraiser to e.g. family, Grandparent's social group, Parent's and friends' workplace, child's social place, other interest groups that people may have.



ENTHUSIASM IS CONTAGIOUS!!

Be enthusiastic about your fundraiser when presenting your ideas (verbally or written). You will get other people excited and wanting to see your \$\$\$ Goal met!



INCENTIVES

Offer Incentive Prizes as rewards for the "Best Seller"- (place information in your Newsletter). You could consider promoting a friendly competition between members, or school grades.



SAMPLE PACKS

Use our delicious FREE Sample Pack (available upon request) to show the products to some of your members (applicable to where delivery can be made by Homestyle Bake delivery personnel).



DISTRIBUTE A "REMINDER"

Distribute a "Reminder" to your members via your chosen communication avenues to submit Order and Money before your fundraisers cut off date.

**DO NOT HESITATE TO REACH OUT TO US TO ANSWER ANY
QUESTIONS YOU MAY HAVE.**

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Packing Tips for Your Fundraiser

THE FOLLOWING INSTRUCTIONS ARE ONLY REQUIRED FOR PAPER ORDERS - IF YOU CHOOSE ONLINE WE DO ALL OF THE PACKING FOR YOU!

- 1** Ensure you have your **INVOICE AND BANKING TRANSACTION RECEIPT** ready to show the driver when they check off your delivery.
- 2** Allow yourself and volunteers a clear working space or tables where our driver can arrange the products in an organised manner, so that you can pack the order with ease.
- 3** It is important to allow your Homestyle Bake driver to arrange and count your **ENTIRE** order prior to opening boxes or distributing (by doing so you will be confident that all of your products have been delivered).
- 4** The driver will set everything out in the same order as the customer order form (this makes packing much easier).
- 5** Have the names of the products written on A4 paper in large felt pen and place on the wall above the appropriate pile of boxes (this saves trying to read small writing on boxes).
- 6** Work with only 3 – 4 helpers (too many helpers causes confusion).
- 7** **KEEP THE PROCESS ORDERLY AND SYSTEMATIC**
(As a guide, we suggest an order \$1,000/\$1,500 (cost value) would take approx. 1 hour to pack using this system).

While you and your helpers are waiting for the orders to be collected enjoy the delicious complimentary morning/afternoon tea pack that Homestyle Bake has supplied for your enjoyment (applicable to drives over \$500).

After your drive is complete, distribute a “thank you” note thanking all involved for their effort. A little bit of gratitude goes a long way.



www.homestylebake.com.au

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