



FUNDRAISING GUIDEBOOK



The School Fundraising Guidebook

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Welcome to The Goodies Factory Fundraising Experience!

First, thank you for choosing The Goodies Factory for your fundraising needs. Our goal is to make this the best fundraiser for your organization, not just with sales results, but also the ease of facilitating this process.

This guide has been assembled to help you move through the fundraising experience with ease and efficiency. Enclosed you will find what is needed to set up a successful fundraiser.

_____ is scheduled to kick off their fundraiser on ___/___/___ and end their sale on ___/___/___ the goal is for each student to attempt to sell _____ or more items. Please have your order forms in the mail by ___/___/___.

Each organization will utilize this booklet in a way that is most fitting for their need, but hopefully we have compiled information to cover most, if not all, of those needs.

As seen on the Table of Contents, we have not only given you the forms you will need, but we have given you ideas and ways of marketing the fundraiser to the students, parents and faculty. A few extra minutes of preparation for you organization's events will produce incredible results. This guide will help you prepare and keep your fundraising event on track.

If you have any questions or need assistance with anything, please feel to contact us at 877-873-6297.

Chad Wiersma



Marketing your Fundraiser

Active participation must also come from the students and parents. Organizations get this type of participation by advertising and reminding everyone of what is being done and why it is being done. There are different methods of advertising the fundraiser to the students, parents and faculty to encourage participation and show the benefits of participation.

A. Fliers & Notices

One of the most effective ways of advertising the program is to post fliers or posters strategically throughout the school in high traffic areas reminding the students of the program. If you are raising money for a particular item, such as a new piece of playground or gym equipment, hang a picture of that besides the flier/posters.

We strongly encourage each group to also create custom poster designed by students to remind the students and visitors of the fundraising event and purpose.

B. Announcements & Reminders

1. Make sure that you make arrangements to have someone verbally announce the sale every day to students. It may be helpful to provide the person who is making the announcements with a variety of prepared scripts. **Be creative!**
2. Various notices are provided in this guide. It is highly recommended that these be sent out during the fundraising event. Organizations are not limited to the notices contained within and should feel free to send additional notices to parents if they feel it will help encourage continued participation.

For example, the “Mid Sale Reminder Notice” can be found on **page 7**. This notice can be used to remind students and parents to continue selling into the second half of the fundraiser.

Note: Bright colored paper draws more attention for the fliers and for noticed going home to parents.

**Remember: “Out of sight, Out of mind.”
Make sure your fundraising event is in everyone’s sight.**



C. Getting Even Bigger Results

1. Prize Drawings

We provide additional incentives while the sale is in process? We have found that periodic award drawings encourage and increase participation. This is an option that must be requested by your organization.

Each time a student sells 5 items they get to put a coupon in the drawing bin. Each time they sell an additional 5 items, they get to add in another coupon. A parent/guardian must sign the coupons before they can be accepted into the drawing. Draw out a winner each day! You can either empty out the bin each day or allow the students to accumulate coupons by leaving the coupons in the bin for the entire sale.

As with any portion of this booklet, your organization can customize the use of the drawings to best meet the needs of the student population. Make copies for your sellers by using the “Prize Drawing Coupons” sheet on the reverse side of this page.

Please Note: Prizes do not have to be material in nature. Many Schools create prizes from activities the students like, such as being first in line for lunch for a given period of time, receiving a “no homework pass”, getting to each lunch with the principal or winning a “free dress day pass” if students normally have to wear uniforms. Creativity is the key.

Also, be sure to contact local retailers such as Wal-Mart, Toys-R-Us, McDonald’s and Pizza Hut about helping with prizes. Many retailers have budget allotments for school assistance and donations.

2. Get the Principal involved

Sell ‘10 to get in’

- DJ Dance Party (Have the principal be the DJ!)
- Pizza Party

Set a sales goal and if the goal is reached, convince the principal (or other VIP) to spend the day on the roof, come to school in their pajamas, kiss a pig, frog or a _____ in front of all of the students. (Make sure that you promote this before and during the kickoff as well as every day during the sale!)



Prize Drawing Coupons

Parents: Each time your child sells 5 items, please fill out and sign a coupon for them to turn in for the drawings the school is holding in support of our fundraising effort. Your signature indicates you affirm your child sold the required number of items to be entered into the drawing.

Student Name: _____
 Teacher Name: _____
 Grade: _____
 Parent Signature: _____

Daily Prize Drawing
 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Student Name: _____
 Teacher Name: _____
 Grade: _____
 Parent Signature: _____

Daily Prize Drawing
 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Student Name: _____
 Teacher Name: _____
 Grade: _____
 Parent Signature: _____

Daily Prize Drawing
 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Student Name: _____
 Teacher Name: _____
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 Drop this ticket in the Drawing box. 1 WINNER drawn today!

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 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Student Name: _____
 Teacher Name: _____
 Grade: _____
 Parent Signature: _____

Daily Prize Drawing
 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Student Name: _____
 Teacher Name: _____
 Grade: _____
 Parent Signature: _____

Daily Prize Drawing
 Drop this ticket in the Drawing box. 1 WINNER drawn today!

Mid Sale Reminder Notice

Reminder!!

Our Fundraiser is just about over.

We need everyone to make their best effort during this time to
sell as much as possible.

Remember, the profit we make goes directly into
programs that benefit our school.

Thank you for helping us help the school and our students!

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We need everyone to make their best effort during this time to
sell as much as possible.

Remember, the profit we make goes directly into
programs that benefit our school.

Thank you for helping us help the school and our students!

Mid Sale Reminder Notice

Recordatorio!

La compana para recaudar fondos llega a su final.

Todos necesitamos hacer el mayor esfuerzo durante este tiempo
para vender lo maximo

Recuerde, la ganacia que hacemos va directamente a
programas que benefician a nustra escuela.

**Gracia por darnos la oportunidad de ayudar a la escuela y a
nuestros estudiantes!**

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nuestros estudiantes!**



Order Forms & Money Collection Information

As the fundraiser nears completion, it is time to inform students and parents of the next step, while also reminding them that there are few more days left to sell.

Use **page 10**, which has been designed to provide two notices per page with a Spanish version you, can put on the reverse side (**page 11**). (Be sure to fill in the top and bottom, as you will be cutting the form in half.)

This notice should be sent home with the students approximately **1-3 days** prior to the Order Form & Money Collection Due Date.

- Make a copy of this form (two-sided)
- Fill in the information on both sides
- Make copies equal to half the student population (each form will be cut in half)
- Cut the copies in half & deliver them to the teachers for distribution at the end of the day
- Remind the teachers to stress the importance of getting the order forms and money envelopes back in time

Mailing your Orders

We encourage you to hold onto your completed order forms for 3 days past the order form and money collection turn in date (see page 3). This will allow for you to collect any additional orders and money that doesn't make it in by the original deadline.

Late Orders

Once you have mailed us your completed order forms, any additional order forms that come in will need to be faxed using the 'Late Order Fax Cover Sheet' on **page 12**. Remember to fax any late order forms that come in after you have mailed in your initial orders within 2 days of when you mailed your 1st order to ensure that your faxed orders can be combined with your mailed orders. As a rule, we will make every attempt to combine your faxed orders with your mailed orders. However, if we receive any faxed orders after we have already entered your orders into our system, these orders will be shipped separately and you may incur an additional shipping charge. All late order will arrive sorted by seller. PLEASE NOTE: We do not ship late orders on any frozen food or cookie dough. Therefore, any frozen food or cookie dough late orders that do not make it to us in time will not be processed.

Order form & Money Collection Notice

Our Fundraiser is Nearing Completion!!

Remember! BRING YOUR ORDER FORM (S) AND ALL MONEY TO SCHOOL ON:

MON **TUE** **WED** **THR** **FRI** _____
 Date

ALSO MAKE SURE:

- 1. Students name is clearly written on the Order Form.
- 2. Award items have been selected (if applicable).
- 3. ALL copies of the Order Form are returned.

SUPER JOB!! THANKS FOR ALL YOUR HARD WORK.

Our Fundraiser is Nearing Completion!!

Remember! BRING YOUR ORDER FORM (S) AND ALL MONEY TO SCHOOL ON:

MON **TUE** **WED** **THR** **FRI** _____
 Date

ALSO MAKE SURE:

- 1. Students name is clearly written on the Order Form.
- 2. Award items have been selected (if applicable).
- 3. ALL copies of the Order Form are returned.

SUPER JOB!! THANKS FOR ALL YOUR HARD WORK.

Order form & Money Collection Notice

Nuestra compana para recaudar fondos esta cerca del final!

Recuerde! Traiga sus forma(s) del ordenar y el dinero a la escuela el:

LUN **MAR** **MIER** **JUEV** **VIER** _____
 Fecha

TAMBIEN ASEGURESE DE:

- 1. Que el nombre de el estudiante este claramente escrito en la orden.
- 2. Que seleccionado un premio. (si es applicable)
- 3. Regresar todas las copias de sus ordenes

BUEN TRABAJO! GRACIAS!

Nuestra compana para recaudar fondos esta cerca del final!

Recuerde! Traiga sus forma(s) del ordenar y el dinero a la escuela el:

LUN **MAR** **MIER** **JUEV** **VIER** _____
 Fecha

TAMBIEN ASEGURESE DE:

- 1. Que el nombre de el estudiante este claramente escrito en la orden.
- 2. Que seleccionado un premio. (si es applicable)
- 3. Regresar todas las copias de sus ordenes

BUEN TRABAJO! GRACIAS!



Late Order Fax Cover Sheet

Today's Date: _____

Total Number of Pages including Cover Sheet: _____

Name of School: _____

Group/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: _____

Please fax this sheet with your late order forms to:

(_____) _____ - _____

Please consolidate your late orders.

Additional comments:

*** If you have any questions, please contact us at (877) 873-6297.**



Delivery Day Information

This form should be sent home with the students 2-3 days prior to the Delivery Day.

Use **page 14**, which has been designed to provide two notices per page, with a Spanish version (**page 15**) you can put on the reverse side. Be sure to fill in the top and bottom, as you will be cutting the form in half.

- Make a copy of this form (two-sided)
 - Fill in the information on both sides
 - Make copies equal to half the total student population (each form will be cut in half)
 - Cut the copies in half & deliver them to the teachers for distribution at the end of the day
-
- **Remind the teachers to stress the importance of the distributing the notes to the parents.**

Delivery Date Notice

Our Fundraiser orders will be arriving soon!!

**THE PRODUCTS FROM THE GOODIES FACTORY FUNDRAISING
SALE ARRIVE ON:**

MON TUE WED THR FRI _____
 Date

Please make arrangements to help your child home with their order.

Reminder! Products that are frozen need to be picked up immediately or stored in a refrigerated area.

THANKS FOR ALL YOUR HELP AND SUPPORT.

Delivery Date Notice

Our Fundraiser orders will be arriving soon!!

**THE PRODUCTS FROM THE GOODIES FACTORY FUNDRAISING
SALE ARRIVE ON:**

MON TUE WED THR FRI _____
 Date

Please make arrangements to help your child home with their order.

Reminder! Products that are frozen need to be picked up immediately or stored in a refrigerated area.

THANKS FOR ALL YOUR HELP AND SUPPORT.

Delivery Date Notice

**Los productos de la campana para recaurdar fondos de The Goodies
Factory llegaran el:**

LUN **MAR** **MIER** **JUEV** **VIER** _____
 Fecha

Por favor haga planes para que ayude a su hijo(a) a traer su orden a casa.

Advetencia! Los productos congelados necesitan ser recogidos inmediatamente o ser almacenados en una area refrigerada.

Gracias por su ayuda y apoyo.

Delivery Date Notice

**Los productos de la campana para recaurdar fondos de The Goodies
Factory llegaran el:**

LUN **MAR** **MIER** **JUEV** **VIER** _____
 Fecha

Por favor haga planes para que ayude a su hijo(a) a traer su orden a casa.

Advetencia! Los productos congelados necesitan ser recogidos inmediatamente o ser almacenados en una area refrigerada.

Gracias por su ayuda y apoyo.



After Delivery Information

In a perfect world all order forms and money are turned in and collected on time allowing the orders to arrive back to the organization complete, correct and in perfect condition. We strive for this perfection, but are prepared for anything, so the following forms and notices have been created to assist you with the less than perfect situations that may occur.

Short and/or Damaged Items

If there is a problem with any portion of the order or any of the individual products, please contact our Customer Service Department at 877-873-6297.

Late Money Collection Notice

When a student has **not** turned in all of their money on time, **page 17** can be used to remind them (and their parents) of the amount still owed. As with other notices, this page has a Spanish translation (**page 18**) you can put on the reverse side and is designed to allow two notices per page.

Money Correction Notice

Page 19 should be used to notify students (and their parents) that the amount of money turned in was incorrect. As with other notices, this page has a Spanish translation (**page 20**) on the reverse side is designed to allow two notices per page.

NSF Notice

Page 21 should be used to notify people who had purchased items from the fundraiser that their check was deposited and returned as 'insufficient fund'. As with other notices, this page has a Spanish translation (**page 22**) on the reverse side is designed to allow two notices per page.

Late Money Collection Notice

Student Name: _____

Teacher: _____

Today's Date: _____

We Have Not Received Your Fundraiser Money

Original Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____

Please turn in the amount due immediately. Thank you!

Late Money Collection Notice

Student Name: _____

Teacher: _____

Today's Date: _____

We Have Not Received Your Fundraiser Money

Original Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____

Please turn in the amount due immediately. Thank you!

Notificacion de saldo de deuda - Retrasado

Nombre del estudiantes: _____

Mestro/a: _____

Fecha: _____

No hemos recibido su dinero de el campana para recaudar fondos

Balance Original \$ _____

Cantidad Recibida \$ _____

Saldo Restante \$ _____

Por favor mande el restante inmediatamente! Gracias!

Notificacion de saldo de deuda - Retrasado

Nombre del estudiantes: _____

Mestro/a: _____

Fecha: _____

No hemos recibido su dinero de el campana para recaudar fondos

Balance Original \$ _____

Cantidad Recibida \$ _____

Saldo Restante \$ _____

Por favor mande el restante inmediatamente! Gracias!

Money Correction Notice

Student Name: _____

Teacher: _____

Today's Date: _____

We received your money envelope for the fundraiser, but the amount received was incorrect

Correct Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____

Please turn in the amount due immediately. Thank you!

Money Correction Notice

Student Name: _____

Teacher: _____

Today's Date: _____

We received your money envelope for the fundraiser, but the amount received was incorrect

Correct Amount Due \$ _____

Amount Received \$ _____

Remaining Amount Due \$ _____

Please turn in the amount due immediately. Thank you!

Correccion de pago

Nombre del estudiantes: _____

Mestro/a: _____

Fecha: _____

Recibimos su sobre que contiene el dinero para la compana para recuadar fondos. La cantidad recibida esta incorrecta

La cantidad correcta que debe \$ _____

Cantidad Recibida \$ _____

Saldo Restante \$ _____

Por favor mande el restante inmediatamente! Gracias!

Correccion de pago

Nombre del estudiantes: _____

Mestro/a: _____

Fecha: _____

Recibimos su sobre que contiene el dinero para la compana para recuadar fondos. La cantidad recibida esta incorrecta

La cantidad correcta que debe \$ _____

Cantidad Recibida \$ _____

Saldo Restante \$ _____

Por favor mande el restante inmediatamente! Gracias!

NSF Notice Letter

You recently purchased items from _____ to support _____ fundraising campaign. The check you paid with, which was check number _____, was deposited and returned to our organization as 'insufficient funds' and we have incurred a fee of \$ _____. Therefore, your new adjusted grand total owed is \$ _____. Please rectify this matter as soon as possible to ensure that your order will be delivered on time. Thank you in advance for your response as well as support of _____. Should you have any questions, please call _____, at _____.

NSF Notice Letter

You recently purchased items from _____ to support _____ fundraising campaign. The check you paid with, which was check number _____, was deposited and returned to our organization as 'insufficient funds' and we have incurred a fee of \$ _____. Therefore, your new adjusted grand total owed is \$ _____. Please rectify this matter as soon as possible to ensure that your order will be delivered on time. Thank you in advance for your response as well as support of _____. Should you have any questions, please call _____, at _____.

Carta de Nota de NSF

Usted compro recientemente articulos de _____ sostener _____ la campana de la recaudacion de fondos. El cheque que usted pago con, que era el numero _____ de cheque, fue depositado y fue vuelto a nuestra organizion como 'los fondos insuficientes' y nosotros han contraido un honorario de \$ _____. Por lo tanto, su suma total ajustada nueva debida es \$ _____. Rectifique por favor este asunto tan pronto como posible para asegurar que su orden se colocara y sera entregada a la hora. Gracias en el avance para su repuesta asi como apoyo de _____. Debale tiene cualquiera pregunta, por favor llamada _____, en _____.

Carta de Nota de NSF

Usted compro recientemente articulos de _____ sostener _____ la campana de la recaudacion de fondos. El cheque que usted pago con, que era el numero _____ de cheque, fue depositado y fue vuelto a nuestra organizion como 'los fondos insuficientes' y nosotros han contraido un honorario de \$ _____. Por lo tanto, su suma total ajustada nueva debida es \$ _____. Rectifique por favor este asunto tan pronto como posible para asegurar que su orden se colocara y sera entregada a la hora. Gracias en el avance para su repuesta asi como apoyo de _____. Debale tiene cualquiera pregunta, por favor llamada _____, en _____.



The Fundraiser Checklist

The 'Fundraiser Checklist' has been designed for those who are looking for a detailed step-by-step summary of the fundraiser process. It condenses what's covered in the School Fundraising Guidebook and puts it into a chronological outline. It is recommended that you prepare for each segment in steps before it takes place and check off each item within that segment as it is completed. You can also cross-reference the information found in this checklist with any related information found throughout the rest of The School Fundraiser Guidebook.

1 Before the Kickoff (Create Anticipation!):

- Announce the date for the kick off several times before the actual date.
- Advertise the fundraiser by talking about:
 - What are you going to be selling
 - What the prizes and incentives will be
 - What the purpose for the sale is
- Send a 'fundraiser coming soon' note to home to parents
- Make arrangements to have the principal introduce the fundraiser to the students and explain why it is important that they get involved. Make sure that they also wrap up the kick off with some closing comments.

2 During the Sale (Make it Count!)

- Make sure that all prize posters and flyers have been replaced in key areas around the school (i.e. front office area, cafeteria, gym, hallways etc.)
- Remind your students daily to sell to neighbors, family, friends, as well as having family members take the brochure to work.
- Incorporate Daily Prize Drawings to further increase sales.
- Reinforce the collection of money at the same time that the orders are being taken.
- Send home the 'Mid-Sale Reminder Notice'.

3 Before the Sale Ends (Prepare Everyone for Wrap-up!):

- The day after the 'Mid-Sale Fundraiser Reminder Notice' goes home, start announcing to the students to work with their parents to start preparing their order forms and money for 'Collection Day'
- Make sure that the parents are told to tally up their orders and report the total money 'due' at the bottom of the order form. The money 'received' must match the total amount 'due'.
- Remind your students that their completed order forms need to be turned in along with their money collected



4 Before you Mail your Order Forms (Organization is Key!)

- ❑ Have well-defined safe and secured area as well as a large table designated for counting money and organizing order forms.
- ❑ Secure the money by depositing it in your bank account as quickly as possible.
- ❑ Attempt to have 3-4 reliable people to help count money and sort order forms.
- ❑ Double-check to make sure that the money 'received' matches up with amount 'due' on the order forms.
- ❑ Place the required order forms inside supplied UPS envelope and make arrangements to mail to The Goodies Factory: 1038 South Washington, Holland, MI 49423
- ❑ Remember to fax any late orders forms that come in after you have mailed your mailing box within 2 days of when you mailed your 1st order to ensure that your faxed orders can be combined with your mailed orders.
- ❑ Any late orders that come in past a certain point will be processed separately as a late order and may be subject to an additional shipping charge.

4 Preparing for Delivery (Make Sure Everyone Knows!)

- ❑ Arrange for atleast 5-6 volunteers to assist in unloading and setting up orders inside location for ease of distribution.
- ❑ Make copies of the reminder letter and send them home to remind the parents about delivery day.

4 Delivery (Get the Orders Home!)

- ❑ It is recommended that once the boxes are inside that they are put in numerical order (if pre-packaged) which will organize your distribution in alphabetical order. Each student's box will be labeled to make the process easier. Make sure that you check for students who may have more than one box and place them together.
- ❑ Distribute the boxes to the students and/or parents.
- ❑ Make sure that you have Dollies or Grocery Carts available to aid parents in bringing their orders to their vehicles.
- ❑ Make sure that all orders are checked by parents or by organization prior to leaving.
- ❑ Have a sign-out sheet confirming that their order has been checked.
- ❑ If you have any questions call our Customer Service Department at 877-873-6297.



Paying Your Invoice

Amount Due

Payment in full is required prior to the delivery date or paid in full at the delivery.

Special arrangements need to be addressed prior to start of the sale if payment cannot be made prior to delivery or on delivery date.

Credit Card payments will receive a 3% surcharge to cover cost of using such payment option.

Make Checks Payable:

The Goodies Factory

Send Checks or Money Orders:

The Goodies Factory
1038 South Washington
Holland, MI 49423

For questions regarding your invoice(s), call our Customer Service Department at 877-873-6297.

Thank you for your business!

