



Set Your Goals

1. What are we raising money for?

Identifying your specific needs is the first step. Do you need new uniforms? A scoreboard or traveling money for the upcoming tournament? Potential donors and patrons are always more willing to spend when they know what the money is being used for.

2. How much money do we need?

Raising \$500 is different than raising \$5,000. The types of products you may wish to sell will change based upon how much money you need to raise.

3. Do we have any money to start with?

Sometimes it takes money to make money. A little seed capital will go a long way with many types of promotional products.

4. When do we need the money?

Is this a need you have in the next 30 days or are you planning for next season? Certain products have lead times involved, which will eliminate themselves from consideration due to production turnaround.

5. When will you conduct the fundraiser?

Identify a specific start date and finish date for your program. If you create a sense of urgency, potential donors will respond in a prompt fashion.

6. Where will you conduct the fundraiser?

Will you be selling at the home football games or in front of the supermarket? Identifying the place where your sale will occur and clearing it with the appropriate parties will insure that there are no conflicts with your fundraiser.

7. Who will be participating in the fundraiser?

Is this program going to be handled by the kids in the program, the booster club or both? Identifying who will be responsible for the various phases and aspects of the fundraiser will insure a smooth operation.