



CHECKLIST: HOW TO HAVE A SUCCESSFUL FUNDRAISER

Contact Person: Lily Ross
Email: lily@laserdome.com
Direct Phone: 717-875-3003

As soon as your Fundraiser is Booked and Confirmed:

- Announce a “SAVE THE DATE” to members of your organization. Calendars fill up quickly!
- Update the SAMPLE flyer emailed to you (or update your flyer from last time). Email to Lily Ross at lily@laserdome.com for approval before distribution.
- Complete and return the W-9 form, if requested.

Ways to Advertise Your Fundraiser:

- Word-of-mouth is your best form of advertisement! Talk to everyone about your fundraiser!
- Use Social Media! Create an Event on Facebook! Use Twitter. Use Instagram!
- Post an announcement and flyer on your organization’s website.
- Share information in your group’s newsletter or E-newsletter. Attach a link to the flyer.
- Make one page of your church bulletin your fundraiser flyer!
- Email information to your local community newspaper (i.e. Merchandiser, Penny Saver, etc.). Write a Press Release!
- Hang flyers in your community like your local grocery store, church, library, school, etc. Post your information as many places as possible!
- Send information to your email groups, attaching the flyer.
- Attach flyer to paychecks.
- Give every member of your organization flyers to distribute to their friends, family and neighbors.
- Turn your fundraiser into a contest. Have students put their name on every flyer they hand out and reward the person who brings in the most sales. If you plan on doing this, it is imperative that you let Lily Ross know so she can save the flyers. Flyers are not saved after sales are tallied.

Final Days before your Fundraiser:

- One Week before your Fundraiser: Send out an email reminder with flyer attached.
- Important Information Regarding Participation: If you have any information that is helpful for staffing purposes, please email Lily Ross (i.e. everyone is coming after practice together, there will be lots of young children, etc.).
- One or Two days before your Event: Send out a final reminder and attach the flyer. Tell your supporters that their participation is “expected” and appreciated in order for your organization’s fundraiser to be a success!
- Day of Fundraiser: Come and have FUN. You can bring extra flyers to hand out to your supporters who have forgotten theirs. You may only give flyers to people coming for your fundraiser.

THANK YOU for the Privilege of Partnering with your Organization!