

YOUR FUNDRAISING ROADMAP



1. Sign up for Fundraiser

2. Receive Fundraiser Confirmation and initial “toolbox” documents

- a. Group Leader Roadmap
- b. PDF sample of order form
- c. Parent Letter
- d. Receive custom printed order forms by mail at later date



3. Kick off

- a. Enthusiastic presentation by you, and/or your Butter Braid dealer
- b. Sample group members
- c. Hand out order forms
- d. Hand out parent letters
- e. Communicate individual and group goals
- f. Communicate motivation plan to group (cash, prizes, etc.)



4. Start selling

- a. Hang posters
- b. Send out promotional email to staff, parents, group members, and community
- c. Send out order template email for group members to use
- d. Post fundraiser promotion on website, newspaper, etc.



5. Mid-way point

- a. Receive from dealer and send out reminder letter to group members and parents
- b. Have group members report mid-way totals – award early-bird prize
- c. Report midway totals to your Butter Braid dealer
- d. Receive order tabulator from your Butter Braid dealer



6. End of Sale

- a. Collect order forms (and alphabetize them by last name)
- b. Collect and deposit all sale money
- c. Use order tabulator to tally orders by flavor – send totals to dealer
- d. Confirm delivery details and receive Delivery Confirmation sheet and Email Invoice
- e. Line up volunteers for delivery day



7. Delivery

- a. Bring alphabetized order forms
- b. Have payment ready
- c. Receive hard-copy invoice and give payment to dealer
- d. Set-up tables (at least 2)
- e. Verify product quantities
- f. Break-down orders
- g. Have designated spot for items not picked up
- h. Post results of fundraiser
- i. Follow through on motivation plan

WE SINCERELY THANK YOU FOR THIS OPPORTUNITY TO SERVE YOU.