



## TIPS FOR SUCCESSFUL FUNDRAISING EVENTS

**Choose Wisely** — For a bake sale or other sales events, choose a high-traffic location and a busy time of day (like a Saturday on a downtown Main Street) to get the most visitors. If possible, try to schedule your sales event during another big event, like a parade, church festival or school sporting event so you know you'll have guaranteed traffic. For a Walk-a-Thon, Family Fun Night, or other registered event you'll want to do just the opposite: check the calendars on local media outlets to be sure you're not competing with another big event so more people in your community can attend your event.

**Recruit Early** — Ask friends, classmates, co-workers, family, and Facebook followers to help by participating in your event, providing items to sell and spreading the word to their network. Use engaging text and lots of photos to let them know why your fundraiser is so important and how much their support means to you and to the children at the Acorn Childcare Center.

**Make Flyers** — Social media posts are a great way to reach a lot of people but don't forget the old fashioned route: actually posting flyers in your community! There are bulletin boards in most libraries, supermarkets, cafés, town halls, and community centers. You can also print out smaller flyers to use as handouts for neighbors, classmates, and others whom you may not be able to connect with online.

**Package Pretty** — A little bit of decoration goes a long way and thanks to Instagram and Pinterest it's pretty much expected these days. If you're hosting a bake sale (or unbake sale), ask your volunteers to bring their items packaged in pretty bags and boxes with labels. It saves time, keeps things hygienic and makes your whole operation look more professional and appealing. This goes for lemonade stands too! Use colorful cups and napkins and keep a small garbage can behind your stand for used items to be tossed out of sight. For other events that require a check-in table or a room, consider bright colors for a tablecloth or crêpe paper streamers (the Maya people are known for their brightly colored textiles) along with engaging photos of the children and facts about the Center.

**Package to Sell** — For sales events, try to make things as easy as possible for your customers: establish a pricing system with only 3 or 4 different prices to be easily added or multiplied. Or just forget prices altogether and ask your customers to donate what they think each item is worth (you'd be amazed how generous people can be when the decision is left up to their own heart and mind).

**Think Big** — Encourage volunteers to bring some bigger-ticket items to your sale like a whole cake, pie, or loaf of artisan bread. How about those clever jars of make-your-own-cookie mix so that customers can do their own baking at home? Ask around at markets, bakeries and coffee shops in your area to see if they will donate to your sale, too.

**Think Bonus** — If you're hosting a sales event, what else you might be able to sell to boost your fundraising total? Tea and coffee at a bake sale? Popcorn or pretzels at a lemonade stand? How about a little recipe book of items to go with what you're selling? If you're hosting an event, consider adding some snacks to go with it, such as water and protein bars at your Walk-A-Thon or kid-friendly treats and juice boxes at your Family Fun Night. A bonus doesn't have to be just food though: beaded bracelets, holiday ornaments, and other craft items are thoughtful thank-you's and make great gifts!

**Make It A Match** — Businesses or individuals in your community may be able to match the funds you raise — it doesn't hurt to ask! When your event is over, post your total on social media (don't forget to tag us!) and especially if you're a little short of your fundraising goal, you never know who might step up to help you out.

*Thank you for thinking of Maya Childcare and spreading the word about what we're doing for the children at the Acorn Childcare Center — good luck with your event, we can't wait to hear how it goes!*