



Fundraising Tips for Success

Your Broadway Popcorn Consultant will have many fundraising tips to help you out along the way, but to help get you started on your fundraising mission, here are our top tips for successful fundraising preparations:

1. Organize your staff

Your fundraising staff consists of participants, parents, volunteers, and anyone else who will be helping with your campaign. Participants need to know well in advance that the fundraiser is coming, and when fundraising with children, parents will need to be kept in the loop as well, so be sure to send letters home with full details, and your contact information.

Volunteers are your support staff, so use them well! Divide up the responsibilities and delegate to the people you feel are best suited to each role. If everyone knows his or her role beforehand, fundraising will go smoothly!

2. Plan your budget

Before you call your Broadway Popcorn Consultant, sit down with your group or committee and decide on a budget. That way, your consultant knows to work for you within that budget.

When planning your budget, it's also important to determine your fundraising goal, and to have as much information on hand as possible when you call.

3. Advertise your campaign

People need to know about your fundraising campaign to support it, so be sure to start advertising well in advance. If you're planning an event that people will have to buy tickets for, start advertising about a month in advance. For fundraising sales, 2 weeks in advance should be enough.

Advertise with posters and flyers. Ask local business if you can put up posters in their windows and post flyers on community bulletin boards. Send emails and mailings to all your contacts, and tell everyone you know about your fundraiser. A great fundraising tip is to contact your local TV and radio stations, and your local newspaper. They will often include your fundraising information in their community news.

4. Motivate your group

Be sure to keep your group motivated and excited with great incentives like prizes, fun activities and other rewards. When you set goals and rewards, your group members will be more excited about participating, and work harder to ensure the goals are met. Create competition among your group with rewards for the highest or fastest sellers!