

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.