

4 TIPS FOR SUCCESS

To help you create a more successful Olga's Kitchen fundraiser, here are some helpful tips and suggestions.

1. SET A GOAL

Determine how much money you would like to raise at your fundraiser. For example, if your goal is to earn \$300, your organization needs to bring in \$1,500 in sales or roughly 125 people.

2. PROMOTE AGGRESSIVELY

Hand Out. Two weeks prior to your event, personally hand out flyers to your supporters. This will give them enough time to plan, but it will still be top of mind. Encourage your family, friends, and neighbors to also hand out flyers to anyone they know in the area.

Display. You should also display your Olga's fundraiser information in highly visible areas to your target audience. For example, if you are promoting a school fundraiser make sure to post the information up in the teachers' lounge and in school hallways where parents may check for school information.

Email. Email is another cost-effective way to send out the flyer to people who support your cause. Include your contact information along with fundraiser details, and a link to your custom website where they can find the PDF flyer.

Social Media. Your custom website gives you social sharing tools to make it quick and easy to get the word out with VERY little effort.

3. UTILIZE ADDITIONAL FORMS OF COMMUNICATION

Attach the flyers to PTA/organization newsletters, church bulletins or send flyers home with students in their daily/weekly packets. Notify local radio stations of the details and ask that they make an announcement. Be sure to let listeners know how they can get a flyer. Take advantage of any opportunity to announce your fundraiser to groups willing to support your cause.

4. BE CREATIVE

If you are a school or college, suggest that your teachers/professors offer extra credit to any student who turns in an Olga's Kitchen receipt from the day of your fundraiser for a purchase of \$20 or more. Be sure to set a minimum spending amount to help boost your sales. This is a great way to get creative and get the students involved. If there is a group of people, such as teachers at your school or your colleagues at work, who will not be able to attend your fundraising event, we suggest you organize a carry out lunch from Olga's Kitchen. This is a great way to enjoy a nice catered lunch AND participate in the fundraiser. Furthermore, this is an easy way for you to secure some guaranteed sales for your fundraiser.

