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Whether this is your 1<sup>st</sup> fundraiser or you 100<sup>th</sup>, planning and organizing a fundraiser takes time. Here at Rooster Andy's our goal is to help your group be successful. We have been helping groups and organizations with fundraising for over twenty years reach their financial goals.

A Rooster Andy's Fundraiser will help you raise more money with less hassle. We hope the following tips and ideas will help you in planning your event!

### **1. Start planning 3 to 6 months in advance**

- Call or email Rooster Andy's to get your event on the calendar and choose a location for your fundraiser.
- Pick a heavily trafficked area. If you need help in finding a location, we can give you several locations that have proven successful for past fundraisers.

### **2. Know your goals**

- How much money do you need to raise?
- What will the money be used for?

These are important questions to ask! Involve others in setting goals so others can catch the vision and help. If the goal is meaningful to others, your chances of success are greater.

### **3. Recruit a committee**

- Recruit a team of three to four people to help in the following areas: publicity, ticket sales, money collection, finding volunteers, delivery and follow up after the fundraiser.

### **4. Keep your group motivated**

- Keep the goals and fundraiser consistently in front of your group.
- Offer prizes for top ticket sellers, first person to sell a set number of tickets or first to turn in ticket money.
- Offer incentives to businesses that buy tickets from you. Offer one free chicken dinner for every ten tickets bought or free delivery if ten or more tickets are purchased.

### **5. Follow up after fundraiser**

- Send thank you cards to all volunteers and businesses that supported you. Let them know how much they helped you raise.
- Make your Rooster Andy's Fundraiser an annual event! Call us to set the date for your next year.
- Meet with committee; what worked? What needs to be done differently?
- Make a list of businesses that supported you so have contact information readily available for next year.