**Example Holiday Fundraiser**

**Brainstorm**

**WHAT will you be selling/providing?**

⬀ Wrapping Christmas presents

⬀ Cookie decorating kits

⬀ Chocolate covered pretzels

⬀ Homemade cards

⬀ Fresh or frozen cookies/baked goods

⬀ Babysitting night

⬀ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**WHAT will I need to purchase?** Don’t forget about materials needed to wrap any gifts.

**Here is a list of all the items I will need:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Set a PRICE.** There should be a minimum price, but allow for buyer to contribute more.

$  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per item

**Who are your BUYERS?** Think of communities you belong to: neighborhood, school, church, clubs, sports, parents’ work, etc.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Optional)
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Optional)

**WHEN and WHERE will you be selling?** Select a date/location and stick to it!

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Optional)

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Optional)

**HOW MUCH will you have to sell in order to meet your monthly fundraising goal?** This will depend on the item you are selling/profit you will bring in. Use information from Part II on Page 1 to complete.

*i.e. Jan 1 Goal (Jan 1 Total $1,300) / Profit per item sold $9 = # of items you need to sell 144*

Dec 1 Goal \_\_\_\_\_\_\_\_ / Profit per item sold\*\_\_\_\_\_\_\_\_ = # of items you need to sell \_\_\_\_\_\_

Jan 1 Goal \_\_\_\_\_\_\_\_\_\_ / Profit per item sold\*\_\_\_\_\_\_\_\_ = # of items you need to sell \_\_\_\_\_\_

Feb 1 Goal \_\_\_\_\_\_\_\_\_\_ / Profit per item sold\*\_\_\_\_\_\_\_\_\_ =  # of items you need to sell \_\_\_\_\_\_

\*Calculate profit by subtracting any upfront costs from the amount you are selling the item for.

**Before You Sell**

**PURCHASE all necessary materials.**

All items will be purchased by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Pick a delivery date.**

I will deliver all items on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Create a FLYER.** See next page.

**Write a one minute SPIEL.** A spiel is a short speech or story that can be used to persuade a potential buyer.Use the information from your flyer to encourage people to buy your product. Practice this before you go out to sell. The more practiced and genuine you are, the more successful you will be.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Holiday Options**

Christmas

Wrap Christmas Presents

Cookie decorating kits

Sell Wrapping Paper

Make and Sell Christmas Cookies

Holiday Wreaths

Caroling

Holiday Cards

Cookbooks

Babysitting night (so parents can wrap presents or shop for presents)

Valentines Day

Sell Chocolate Covered Strawberries

Sell Chocolate Bars

Candy Grams

Flowers

Chocolate covered pretzels

Homemade cards

Babysitting night

Mothers Day

Sell Flower Bouquets

Bake Sale