

Your Welcome Guide to a Successful Fundraiser

So you and your organization have decided to run a fundraiser? You have come to the right spot, popcorn is a very popular product, and most people enjoy it. Popcorn is great for watching a movie, having a healthier snack, road trips, and more. When you already offer a popular product, things can only be better when adding additional gourmet options. We have options such as Caramel Corn, Caramel Apple, Wendy City, Jalapeno Cheddar, Birthday Cake, Cheese popcorn, Freedom mix, and even an award-winning Kettle Corn.

Below are some tips and tricks to help you have the best possible fundraiser for your organization. Please feel free to contact us at info@popnsprit.com or call us at 1-877-I LUV POPCORN to answer any of your questions.

Proper Planning

Whatever type of fundraiser you are running or hosting, you must have a checklist before you begin. Creating a comprehensive checklist is the most crucial step you will take in the process. If you have questions or concerns, don't hesitate to get in touch with us, and we will assist you to the best of our ability.

Set up a Leadership Group. Even if you may be a small group, such as church youth group, debate team, math club, 4H group, FBLA group, or another type of fundraising group, even if it's just one person.

Recruit Volunteers. It is important to recruit volunteers before you formally begin the fundraising plan, especially if your group is on the large side, such as an elementary school, school band, large sports league, etc. Having volunteers is very important, and it makes things easier for the leadership group. Volunteers also come in handy during the distribution process.

Create Attainable Goals and Objectives. When you sit down and put pen to paper, it is vital that you create financial goals that are reasonable.

Get Proper Authorization. Again, proper planning prevents poor performance. Whether you are with a school group, parent-teacher association, daycare center, whatever type of group, chances are you will need to get authorization to run the fundraiser. So make sure to reach out to the right person and get it in writing.

Develop a Plan. When you are setting up your fundraiser, make sure that you do not forget the obvious - which is "Create a Plan." The plan does not have to be in stone; it is better to have one than not to have one.

Decide Who Does What. In setting up the decision-making leadership group, make sure you set out a plan for who will be responsible for what. Such things need to be spelled out.

How will you market the fundraiser? In running a brochure-style fundraiser such as ours, you must decide how to market the program. This is relatively simple as we take care of most of it for you. On your own, you can set up a flyer to send out, or you can send a special email to all possible clients, or if you are in a school, you can make announcements on the school PA system.

Create Social Media Buzz. These days, you can hardly do anything without having social media involved in some way or the other. We strongly urge you to take advantage of the benefits of social media by posting on Facebook, Tweeting, going on Snapchat, posting pics on Instagram, etc. - it is easy to do, and it works.

Contact Alumni. One of the best sources for people who want to help are those who were previously involved with your group - and that would be alumni. This group of people is beneficial for elementary schools and sports teams.