



“RAISE MORE, GAIN MORE” FUNDRAISER - TIPS FOR SUCCESS

The BEST way to get people to come to your “Raise More, Gain More” fundraiser is by personally delivering the flyers and chatting about it.

Encourage your family, friends, and neighbors to hand out flyers to anyone they know in the area!

Actively pass out flyers two weeks prior to your fundraising event.

Be aggressive with promoting your fundraiser!! Distributing flyers to your supporters for 2 weeks leading up to your fundraiser is the best time to get the word out. This way they will have enough time to plan, but it will still be fresh in their heads!

Display Olga’s “Raise More, Gain More” fundraiser information in highly visible areas.

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 current school information.

Have realistic expectations.

Consider how much money you would like to raise at your “Raise More, Gain More” fundraiser.

- For example, if your goal is to earn \$300 your organization needs to bring in \$1,500 in sales to receive a 20% donation totaling \$300.
- If an average guest spends \$10.00 at Olga’s Kitchen, then approximately 150 people would need to participate in the fundraiser to reach your total sales goal of \$1,500.

Email is a great way to send out the flyer - and it’s cost effective too!

Include your contact information along with fundraiser details taken from the flyer in case recipients are unable to open or print the email. Make sure to also note where they may pick up a flyer (i.e. Hoover Elementary School’s Main Office).

If you are a school or college – suggest that your teachers/ professors offer extra credit for dining at Olga’s Kitchen on your select date.

Teachers and professors, for example, could offer a few extra credit points 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 kids involved!

Organize a carry-out order for school teachers/your staff.

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 an Olga’s Good-To-Go order! This is a great way for them to be able 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, so make sure to pick up an Olga’s Fundraiser Good-To-Go Order Form today!

Utilize additional forms of communication.

Stuff or attach the flyers to PTA newsletters 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: “Visit Hoover Elementary School’s website _____ and download a flyer.” Further, take advantage of any opportunity to announce your fundraiser to groups willing to support your cause.

Remember the MORE enthusiasm you put into promoting your “Raise More, Gain More” fundraiser - the MORE you will get out of it!!

