

6 Keys to a

Successful Fundraiser

1. SET FUNDRAISING GOALS & GET APPROVAL

- Get approval to hold your fundraising sale and pick dates you want to sell. From many years of experience, we recommend you sell for 2-3 weeks.
- Explain all the benefits of Uncle Jerry's including: our great selection, superior quality, free fundraising materials, high profits and terrific customer service. We also provide free samples and posters to advertise your sale, a free cumulative prize program and free group organizer bonuses.
- Designate who will be the fundraising chairperson or chairpeople.
- Set financial goals and an objective for your fundraiser so your participants will be motivated to help you achieve them.

2. CALL TO SCHEDULE YOUR FUNDRAISER

- Call 1-800-556-2887 and our fundraising specialist team will assist and guide you throughout your sale. Our fundraising specialists are very experienced and knowledgeable helping thousands of groups run successful fundraisers each year.
- We will ship everything you need UPS to run a successful fundraiser including catalogs, order forms, samples, posters and a copy of a parent letter at no charge. All we ask is you hand out the materials and do your best.
- Order forms that include a sales tax column are available upon request when scheduling your fundraiser.

3. ORGANIZE YOUR SALE

- Hang up your samples and posters to advertise and promote your sale. Write the dates of your fundraising sale at the bottom of your posters.
- Be sure to make copies of the enclosed letter to the parents which is provided in both English and Spanish. A copy of each is also available in Microsoft Word on our website and can be downloaded, edited and printed. You can use the parent letter we provide or you can change parts of it and customize one for your organization.
- Promote your sale during morning announcements, school events, via email and in your organization's newsletter. You can also send a letter to your local newspaper and radio stations to help advertise your sale. Using social media such as Facebook and Twitter is also a great way to get the word out to help maximize your fundraising success.

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4.

START YOUR SALE

- Hold a kickoff meeting with your group and give each seller a catalog, a copy of your parent letter and 2 order forms to start (tell them where to go if they need more).
- Encourage participants to sell to family, friends, and parents' coworkers; never to strangers door to door.
- Online ordering is available for out-of-town friends and family. Provide your sellers with your Organization Code to give to their customers so you receive credit for these orders. Online orders require a shipping fee and are sent directly to the home. Students can also create their Seller account so they can send out emails and promote the sale on Facebook as well as other social media.
- Explain Uncle Jerry's T's great cumulative prize program and suggest a goal for each participant. Selling twelve items is an excellent goal because they earn any one Free catalog item of their choice plus four other prizes automatically.
- Emphasize to your sellers the date the order forms and money are due.
- Remind sellers to fill out the order forms as neatly as possible. Have all checks made payable to your organization, not to Uncle Jerry's T's.

5.

SEND IN YOUR ORDER

- When your sale is complete send in the following items: Master Order Form, your seller's order forms and a group check.
- **MASTER ORDER FORM:** Follow the directions carefully and read the explanations at the bottom of the form. Please call if you have any questions. All free items your sellers earn will be included automatically in their packages and should not be included on your master order form since they are not sold items. An extra master order form is included if your group wants to send in a second order and additional copies can also be downloaded and printed from our website.
- **SELLER'S ORDER FORMS:** We intentionally try to keep the order forms plain and simple so they are easy to fill out. To eliminate mistakes; make sure your seller's order forms are clear and readable. Also, check that every item has an item number listed and all T-Shirts have a size chosen. Please send us the original copies of your individual seller's order forms so we can pack each seller's order separately. This way you won't have to fold or sort anything. If a seller's order is more than one page, staple all the pages of that seller's order together. We will return the original order forms inside each seller's bag along with the items they sold and prizes they earned. If you also want us to pack the order by teacher, grade, or class, make sure each order form has the required information on it and put each group's order together with a paper clip.
- **GROUP CHECK:** Keep your group's profit you calculated on your Master Order Form and just send the total due to Uncle Jerry's T's in the form of a money order, cashier's check or organization check. You can also send in an official school purchase order and send payment after your order is delivered.

6.

HAND OUT YOUR ORDERS & PUT YOUR PROFITS TO GOOD USE!!!

- All orders will be delivered by UPS within 10 business days after we receive them. Each seller's order will be individually bagged and will include all the items they sold as well as the prizes they earned. A complete statement detailing your entire fundraiser will be included in Box #1 as well as any Free Group Organizer Bonus Items your group earned.
- Enjoy your Uncle Jerry's T's products and put your profits to good use!!!