

### Is it appropriate for children to participate?

School fundraising drives are often a child's first taste of volunteer service. If presented and supervised properly by a parent, coach or teacher, a fundraising project to support school or extra-curricular activities can build a child's confidence, self-esteem, sense of responsibility, good manners, planning and budgeting skills, to name a few. However, children, should never be allowed to sell door-to-door unless directly supervised by a parent or responsible adult. According to the Association of Fund-Raising Distributors and Suppliers, fundraising companies, school and organization leaders and parents must be diligent in assuring that children participate in fundraisers in a safe manner. See Edge article on child involvement.

### How can we prevent our parents and other supporters from burning out on fundraising?

Three simple suggestions:

1. Set clear goals and firm deadlines.

Communicate fundraising goals and important dates often to parents and teachers, along with frequent progress reports.

2. Do a few and do them well. When it comes to fundraising, less is more. Don't make constant pleas just for the sake of fundraising. Communicate early on your goals and fundraising plans for the year. Families are more supportive if they understand and support one or two tangible goals.

3. Know what others are doing. Share dates and other important info with other fund-raising groups in the community to avoid duplicating efforts. See Edge articles on Fundraising Fatigue and Avoiding Burnout.



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# Fundraising

### What is Gift Card fundraising?

Schools, school groups and other small non-profit organizations find many creative ways to raise funds – from bake sales, spaghetti dinners, auctions and school carnivals to more aggressive advertising, affinity programs, grant writing and straightforward donation requests. But few fundraisers are more reliable for reaching specific fundraising goals than a good gift card sale. Gift Card fundraising has been around for over a century. It typically involves the purchase and re-sale of gift cards by a non-profit group whereupon the group sponsoring the sale keeps a portion of the gross sales. Gift cards can be purchased in bulk and paid for in advance by the organization, then re-sold to supporters. Supporters pay for the product when the order is placed or upon final delivery.

### What percent of fundraising sales should organizations receive?

Percentages of sales offered to non-profit groups vary widely depending on the type of products being sold and the services offered by the fundraising company. Too often, fundraising coordinators equate financial success directly with the percentage of gross sales that their group will keep. Rather, volunteers should be focused on how the combination of product quality, company services and percent of profit to be received will all work together to help the organization meet its total fundraising goal. See Fundraising: A Handbook on How to Succeed section Reaching Financial Goals and Edge article on Percentage Profit.

We wish everyone success with whatever fundraiser you decide is appropriate for your organization. Over all things, have FUN and most importantly, be SAFE



## Welcome

Fundraising is a necessary component for many of today's organizations. The multiple fundraisers conducted within each school every year is often the responsibility of the school's volunteer parent groups such as PTAs, PTOs and PTFs. It's a monumental undertaking to organize a successful and profitable fundraiser!

At Campbell Connection Gifts & More, we understand the necessity of conducting the best possible fundraising program possible each year. Campbell Connection has successfully and effectively worked with schools, churches, and various organizations for more than 3 years. At Campbell Connection Gifts & More, we know what it takes to build and administer a successful fundraiser and we are fully prepared to help your organization build a successful program that accomplishes its fundraising objectives. Regardless of your fundraising requirements, our team of experienced professionals can supply a solution that fits your needs. Our expert team of Fundraising Consultants will help you plan and execute a customized program that will work for you and your school, church, or organization. If you are new to fundraising or an experienced fundraising organization, we look forward to helping you plan a fundraising program that will benefit your school, church, or organization, and your community.

## The Potential

The following is a illustration of expected earnings with the listed participant counts. Plug your organizations count into the formula and see what your potential is! (based on \$25 gift card sales)

100 participants		300 participants		500 participants	
Participants	100	Participants	300	Participants	500
Cards sold ea.	$\times 10$	Items sold ea.	$\times 10$	Cards sold ea.	$\times 10$
Total items sold	1000	Total items sold	3000	Total items sold	5000
Items	1000	Items	3000	Items	5000
Profit per itemX	\$12.50	Profit per itemX	\$12.50	Profit per itemX	\$12.50
Your Profit!	<b>\$12,500</b>	Your Profit!	<b>\$37,500</b>	Your Profit!	<b>\$62,500</b>

Easy as 1... 2... 3... !

The more participants, the more profit you make!

## Example

### Local Swim & Dive Team



The diving team coach set a goal for each team member to sell any combination of \$250 in gift cards. The following was what resulted from setting goals and great team leadership.

31 students participated in the fundraiser. The students sold a total of \$8000.00 in gift cards yielding a total of \$4000.00 in total funds for the diving team to use for what they may need.

Coach:

Larry Albright

## Safety

Safety is Campbell Connection's primary concern. We do not recommend door-to-door selling for any fundraiser without the supervision of a parent or guardian. Please refer to our Safety Suggestion page for a list of tips to help your organization conduct a safe program. Campbell Connection's top 10 fundraising safety suggestions:

1. Follow all the instructions provided by your organization's fundraising sponsor.
2. Fill out the "Making a Customer Checklist" provided by Campbell Connection Gifts & More. Use it to make a list of family, friends, relatives and neighbors to contact.
3. Make sure your parents or guardians have approved who you intend to ask to support your group.
4. Use the telephone to call family and friends to ask them to help your group by making a purchase.
5. Ask your parents to take the brochure provided to work.
6. Do not carry large amounts of cash.
7. Never allow children to carry collected money.
8. Never make door-to-door sales without a parent or guardian.
9. Never talk to strangers.
10. Never go out after dark.

Just think of all the opportunities to give a gift card for a gift!

College Students

Birthdays

Anniversaries

Holidays

Office Parties

Religious Passages

Weddings

House Warming

Graduation

Just To Say "I Love You"

...and MORE!!!