

Smart Tips



Tips for Organisers:

- Designate a Fundraising Co-ordinator to oversee the campaign. They need to keep track of cookies allocated to each participant and record the money returned - the downloadable Smart Fundraiser Tally Sheet will help you keep accurate records.
- Establish what the money raised will be used for and set a target – it's great to have a goal!
- Document the progress of the fundraiser – mark the goal you are aiming for and regularly update the progress made towards it. It's great for participants to see the results of their hard work and the progress they are making.
- We suggest you run the Smart Fundraiser over 10 - 14 days.
- Before you start the fundraising campaign, promote it as much as possible so the public are receptive to your sellers. Try newsletters, noticeboards, posters, email, your website, approaching your local paper and radio station etc. Make sure you let people know what you are fundraising for so they can get behind your cause and support it by purchasing cookies.
- To ensure an enjoyable, efficient and successful fundraiser you need to clearly communicate to sellers how the Smart Fundraiser will be run, what they are required to do and by when.
- To motivate participants it is important for them to know what all the money they raise from selling Smart Cookies will go towards.
- You can also motivate participants by awarding certificates and prizes to top sellers and to those who have put a special effort into the fundraiser - make sure participants know beforehand what is required to receive an award.
- Give each participant at least one copy of the Smart Cookie Fundraising flyer so they know all about the product and can show the flyer to potential customers.
- When the Smart Cookies are first allocated, we suggest participants don't open their cookie bags until they get home so cookies don't get lost.
- Encourage participants to wear their uniform if your school/group has one, so that they are identifiable to the public. A name badge can also be a good idea.
- To gain parental support for the fundraiser, advise parents how the fundraising process will work in a letter/newsletter. Make sure you explain that they are liable for any cookies their child loses, and don't forget to tell them how the money raised will benefit their children. Some schools found that parents really got behind the fundraiser when all the money their child raised went straight to their child's camp fees, etc.
- Personal safety is important when selling cookies. Encourage parents to accompany their children when fundraising and recommend that participants only sell in daylight hours and if selling door to door they should not enter into the houses.
- A few days before the end of the fundraising period, send a reminder out to participants and parents that the money collected from selling cookies needs to be returned on or before the collection due date.

Tips for sellers:

- Smile!
- Tell potential customers your name and the name of your school/group.
- State why you are fundraising eg. "I'm fundraising for my school camp".
- Show a Smart Cookie to your customer and let them know the price and flavours available.
- Make sure you know as much as possible about Smart Cookies, eg. the flavours you are selling, the \$1 price, 49 cents from each cookie goes to your school/group.
- Always remain friendly and polite and thank the person for their time whether they buy a cookie or not.
- Try selling to parents, family members, family friends, people in workplaces and at local shopping centers, at community markets and door-to-door in your neighbourhood.
- Be proud to represent your school or group and enjoy it!