

# Master Plan for Fundraising Success

The fundamental components to implement in every fundraising plan and the blueprint that will result in successful events.



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# *Let's Fundraise!*



Welcome! I'm Vicki from [Entri Ways](#) and [Ways to Fundraise](#). This training guide is your blueprint to plan any successful fundraising event. It's so exciting to be able to share this valuable information with you – information that will make you a better fundraiser and event planner now, and help you gain work experience for later!

We are going to talk about the planning, execution, and promotion of ANY fundraiser. From simple bake sales, yard sales, and book sales to much more complex golf tournaments and auctions, there are certain things that you will see repeated in the planning of every fundraising event. And, if you do them, you're much more likely to have a successful event!

Before we begin, let me take a step back and briefly tell you why I'm even qualified to be telling you how to fundraise. After all, any parent volunteer can do it right? Not necessarily. It takes, planning, organization, leadership, and marketing.

When my three kids entered elementary school, I was asked to get involved in the school's parent-teacher organization (PTO) and to help fundraise and plan events. At first I sat back and observed. Then, in typical me fashion, I started to research information on how to successfully and efficiently plan school fundraisers. It wasn't that I didn't know how to plan events and market them; after all I had a nearly 10 years of sales and marketing background at the time, but I wanted to be 100% sure that I wasn't missing a critical step in the process when it came specifically to school fundraising.

And do you know what I found?

Very little.

Yes, there were a few websites that provided different fundraising ideas, but they were very superficial. Not one of them was written like a detailed instruction manual. They were just sales pages designed to drive you to their site, but when you got there, they only provided an overview of the fundraiser. These pages were missing incredible amounts of information. They were not teaching the planning, marketing, promotions, and sales as an entire package. And every one of these steps is critical to a successful end result.

So I got directly involved in the fundraising, researched, documented the process, and began writing fundraising and event-planning instruction manuals to teach other parent volunteers –

the nurses, office assistants, paralegals, painters, accountants, and landscapers – how to plan and execute fundraising events successfully and efficiently.

Putting my marketing and sales experience to work, I became a fundraising pro and designed creative fundraising programs that sold nationally through my website at the time, *PTO Ideas*. This led to me serving on a community Board of Directors where I assisted with much larger fundraisers.

As the kids got a little older and moved into middle school, I found a second interest – painting and refinishing furniture – which I built into a successful home-based business names Entri Ways.

I know... you're probably thinking it's a completely different market and one has nothing to do with the other.

Wrong again.

I was able to use my 10+ years of marketing, sales, and now school fundraising experience. At Entri Ways, I am planning, designing, creating, promoting, and selling. It's marketing! And there is a master plan – a blueprint – for doing it right.

Learning these things now could open doors for you later, just like it did for me. So let's get started teaching you some valuable work-related skills that you can add to your resume while at the same time, doing some good for your school or community fundraising organization.

Thinking Creatively!

*Vicki*

MARKETING STRATEGIST & CREATIVE







- 01** Fundraising With Intention
- 02** Setting a Fundraising Goal
- 03** Assigning a Chairperson
- 04** Researching & Planning
- 05** Forming a Committee of Key People
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- 12** Keeping Records for Future Events

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**The following pages include a FREE  
SAMPLE chapter within this ebook.**

**This chapter explains how to  
Advertise your nonprofit event.**

**If you find this chapter helpful, please  
consider purchasing the complete 21-  
page ebook at [EntriWays.com](http://EntriWays.com)**



# ADVERTISING TO SPARK INTEREST

One of the most important components of a successful fundraiser is the advertising. You can plan the most amazing event, but if you cannot draw customers to your event, it will fail.

The first key to successful advertising is knowing your audience. Is the target audience students, school families, grandparents, students and families of all schools in town, local businesses, or church groups? Is it an online fundraiser that reaches nationally or even internationally?

The second key to successful advertising is developing a plan to reach your audience. Here are some very specific ways to do that. Be sure to review this plan with the school principal to obtain their approval ahead of time, make sure the wording is accurate and non-discriminatory.

**Flyer:** Printed paper flyers can be displayed around the school and be sent home in student backpacks. For a community-wide event, distribute the flyers to local businesses, churches, libraries, and boys & girls clubs and ask them to display them in the front window or at the front desk.

**Signs:** Print (or even hand-paint) a large banner sign that can be hung outside the school. An A-frame sign will work too. If your audience is parents, then place the sign where parents can see it at drop-off and pick-up. For two weeks prior to and throughout the event, the sign should be displayed where parents can see it. If your audience is community-wide, display a sign facing the main road or even on the town common (with approval from City Hall or your Town Manager). Be sure to include a date on the sign and take the sign down when the event is over.

**Newsletter:** Publish an announcement in the school's printed or online weekly newsletter.

**Website:** Post announcements on the school webpage or create a webpage specifically dedicated to the event. Free websites can be created at Wordpress.com. Most email providers also offer the ability for you to set up landing pages. A landing page is like having a 1-page website. Once created, be sure to constantly publicize the website/landing page in all printed material, online newsletters, and loud-speaker announcements.

**Email:** Send emails about the event to school parents, teachers, and staff. If the event is community-wide, send emails the PTO's and principals of other schools, and ask them to share the information. Use an email service provider. You may be familiar with Constant Contact and MailChimp, but my favorite is MailerLite. It's extremely easy to use and you can create landing pages and newsletter templates right from your MailerLite account.

**Announcements:** Ask the school principal to include reminders to students in the

morning announcements over the loud speaker.

**All-Call:** An all-call is a automatic phone message that can be sent out to school parents by the principal. Sometimes this is reserved for emergencies, but some principals will use it for event reminders.

**Social Media:** Publish regular announcements on the school's social media feeds. Be sure there's a "share" button on the bottom of your post and ask parents to *share* the information.

**Create an Event on Facebook:** Create an "Event" on Facebook. If you create an "Event", the post will be displayed in the feeds of people who already follow you. If someone clicks the button that says they are "Interested" in the Event or "Going", the event will then show up to that person's network of friends. So ask them your network to click that they are "Interested" in the Event.

**Facebook Lives:** It's a proven fact that Facebook Lives get more exposure in the Facebook feeds than a typical written post. Now it not the time to be shy! Film Facebook Lives that announce your event, show the students or parents planning, feature a business that sponsored, and post reminders leading up to the event. On the morning of the event, go Live and remind people to attend. Following the event, go Live and thank everyone who helped out. If you're nervous about going Live, film short videos and post those.

**EventBrite:** Post your event for free on EventBrite.com for exposure throughout the city and state. Pre-sell tickets here.

**Local Publications:** Publicize in the local newspaper (printed & online), radio, community television, Craigslist, and your community's Facebook pages.

**Craigslist:** If you're running a yard sale fundraiser, post a free ad on CraigList on the Wednesday before your event and then again on Friday in order to be viewable to the largest number of people who search for area yard sales.

**Letters:** Personalized, printed letters can be mailed to local businesses and other nonprofit groups. In the letter, directly ask them to make announcements to their groups.

**Face-To-Face:** People will buy from you if you directly ask them, so you have to ask them! Talk to each other. Remember, your committee needs to help you network. Stand outside during morning and afternoon drop-off and directly ask parents to participate in the fundraiser or attend the event; especially those kindergarten parents new to the school who may be looking for ways to get involved.

**Table:** Set up a sale table at school events (sports program, holiday show) or outside the local grocery store (with approval from the store manager and with parent supervision).



The more you advertise, the larger your audience, and the greater chance for a higher number of sales. This is the one area where so many school groups fall short when planning a fundraiser. They go through all of the effort to plan an event, but then never draw enough customers to it. So advertise like crazy! You cannot do too much advertising, so go overboard on the advertising!

The information you include in your promotional material is just as important as where you publish it. Here's a list of items to include in your promotions:

**Organization Name**

**Event Title**

**Purpose:** State that the event is a fundraiser and how the funds raised will be used.

**Location**

**Date & Time**

**Contact Person:** Name, email, and/or phone

**Price**

**Quantity:** Number of people attending or number of tickets being purchased

**RSVP Date**

**Requests for Volunteers** (if needed)

When you begin advertising will depend on the type of event. A bake sale or pancake breakfast may only need to be advertised a week in advance, but a yard sale should be announced more than a month in advance so that people have plenty of time to clean out their closets and make donations.

The general rule of thumb for most fundraisers is to begin advertising four weeks prior to an event. It's enough time to create anticipation about the upcoming event without being too far out that people lose interest.

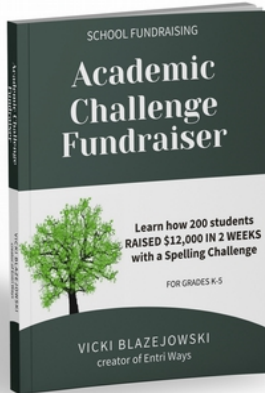
A few exceptions to this 4-week rule are events such as auctions and golf tournaments. Events that require function hall reservations and caterers will require final headcounts well in advance of the event. Begin advertising as much as 3 to 4 months in advance and set RSVP and registration deadlines 2 to 4 weeks prior to the actual event. The function hall and caterer will guide you on the timeline.

The success of your fundraising event will depend on how well you advertise it. Put together a detailed plan about what you're advertising, to whom, and how you'll get the word out to your target audience.

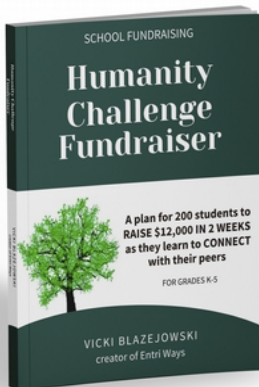
In the next segment we'll be discussing sponsors and you'll see how a well-developed, focussed plan helps to identify companies willing to sponsor your fundraising event.

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If you found this chapter of the Master Plan helpful, please consider a few of Entri Ways' other profitable school fundraisers:



## [Academic Challenge Fundraiser](#)



## [Humanity Challenge Fundraiser](#)



## [Cash Calendar Raffle Templates](#)

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