

## **10 Quick Tips for Choosing a Fundraiser**

A well-run fund raising program does more than just raise money. It can be an experience that educates, builds self-esteem, provides community service, and promotes club, school, organization, and community spirit. Remember these tips when evaluating a new fundraiser. (Shelly Greving)

1. **A program that fits.** Find an opportunity that fits the community
2. **Set clear financial goals** before evaluating products, programs, etc.
3. **Set a specific beginning and ending date** for your fund raiser and stick to it -- without a clear target date the campaign will drag on, often without direction.
4. **Company background.** Ask "How long has the company (and the company's representative) been in the product fund raising business?"
5. **Implementation.** How specifically will the company help implement the program? (kick-off presentation, parent letters, handling of returned merchandise)
6. **Customization.** How will the company tailor the program to fit your organization's particular needs or rules?
7. **Product guarantee.** Will the company give 4-H credit or buy back undeliverable or unsold goods? How responsive will the company be to problems such as incorrect or lost orders? What is the company's policy on replacing damaged products?
8. **Insist on high quality merchandise.** Consumers are willing to pay for a product to help support a worthy cause; however, they do not want to pay for inferior or overpriced objects. Most fund raisers are annual or semi-annual events, and success depends on repeat sales.
9. **Pricing is important.** The suggested retail price of the product should be in tune with those who will be doing the selling. Compare prices of similar products based on cost per net weight.
10. **Don't choose a product just because it is "new" or "hot".** These items may not have the track record to compare with more traditional items.
11. Click here to learn more about fundraising for your 4-H Club. [Fundraising: Private Support for the 4-H Program](#)