



**A GREAT WAY TO RAISE MONEY
FOR YOUR ORGANIZATION!**



Fundraiser Checklist

- Select FUNraiser date!**
Allow 3-4 weeks in advance to ensure your proper communication of the event to all participants.
- Set a goal!**
How much money do you hope to raise:
\$ _____
- Get the invites ready!**
Print materials announcing the event. Materials can be downloaded from the Friendly's® website.
- Nominate a committee!**
Whenever possible, select a group of people to promote the fundraiser.
- Don't forget the legal stuff!**
Complete and submit a W-9 form to ensure your proceeds are processed in a timely manner.

Spread The Word

- To get the word out on your fundraising event, have the event listed in the local newspapers, town & community social media pages, calendars, church bulletins and school calendars. Send them event details, time and place.

Steps for Success

- Distribute your Friendly's® FUNraiser materials at least 7-10 days prior to fundraiser event. Provide extras for people to hand out to family & friends.
- Post materials in all appropriate areas of your organization.
- Include information about the FUNraiser in your organization's newsletter (if available).
- Consider incentives! Your organization could give a prize to the person who sends the most people to your Friendly's® FUNraiser event.
- Make sure you or your representative is present during the entire event, as well as greet and acknowledge your participants.

Follow-up

- Get a little post-event publicity by sending a press release to local media to recap the event and publish the success!

