



HOW TO HAVE A SUCCESSFUL FUNDRAISER WITH HEIDI-HO PRODUCTS

First Steps

- Determine a realistic amount of money you would like to make for your organization.
- Figure out the number of cases of 6 units needed to be sold to attain that amount.
- You may want to consider a presale through your membership to get a better idea of what quantity to order. Find out the number of cases each member will purchase for themselves or as gifts.
- Decide how to finance the fundraising program. Take advantage of the \$2.00 discount per case by paying the whole amount or a partial payment in advance. A 60-day window from the date of delivery is given to complete payment of your order.
- Arrange for storage of the product in a safe, secure, climate-controlled environment. Chocolate items should not be subjected to prolonged temperatures below freezing as whitish “blooming” may occur.

Place your order by the deadline of October 1

Form a plan to sell the products

- Relay your plan of action to include your membership to carry out the program to completion.
- The organizations that are most successful appeal to businesses and outlets with daily traffic to sell for them as their contribution to the organization. Line up the sales outlets in advance of your delivery (show them the product and sign). Place the products on the counter with your promotional sign with your organization's name. The table-tent signs and 4-color flyer can also be used to your advantage. If you emphasize a specific project that the proceeds will go to or include an insert about your club, you will be even more successful and may help in membership recruitment.
- Make arrangements to receive the product when it is delivered. You may have to assist the driver in removing the product from the truck. Check for damage and have the driver note such on the bill of lading. If there is any damage, submit a claim with the carrier. Always handle the cases carefully. If you should happen to damage any product, think about selling them to your members at cost.
- Assign a reliable person(s) to distribute the cases of products to members (cases only). If a member wants less than a case, have him/her get them from another member and pay the selling price. It gets too confusing for the sign-out person unless he/she deals in cases only. Develop a system of using a duplicate receipt book or spreadsheet to track product distribution. Have the person sign for receipt. There should be no question as to who picked up the product and how many cases. The person who checks out and signs for the cases is responsible for them.
- Have a responsible person check the money in.
 - 1) The members should turn the money in weekly in an envelope with their name and the amount written on the envelope. Having members initial any checks they receive can be utilized as a tracking method in the event of insufficient funds.
 - 2) A receipt should be given to the member after the amount in the envelope is verified.
 - 3) Impress upon the membership the importance of turning the money in weekly. Stay in touch with your outlets to make sure the products are displayed prominently and they haven't run out. Leave a phone number that may be called in the event that they need more product. Keep a record of each outlet's primary contact information.

Your sales should increase yearly if you follow the above format.