



Fundraising Coordinator Success Playbook

Essential tips, strategies, and resources to help you run a smooth and profitable Growing Smiles fundraiser.



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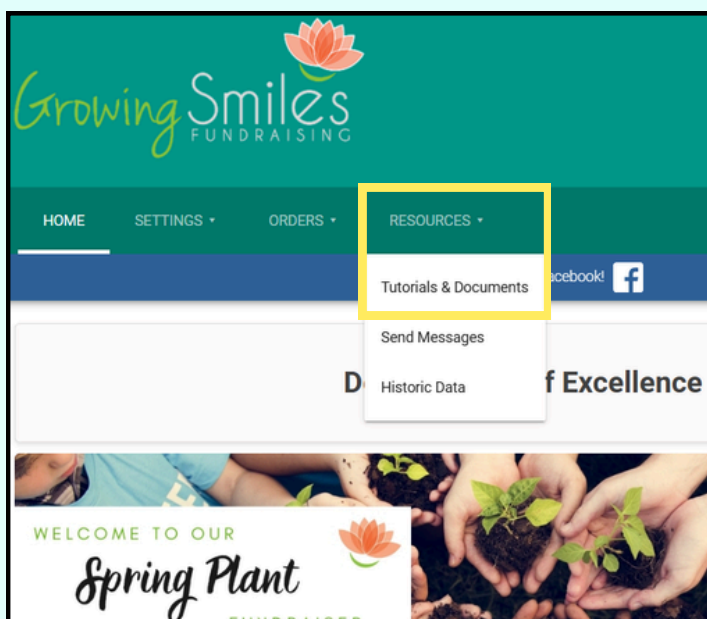
01. Set a Goal & Share

Set Your Fundraising Goal

A strong fundraiser starts with a clear and achievable goal! Setting a realistic target helps keep your team motivated and on track. Here's how to get started:

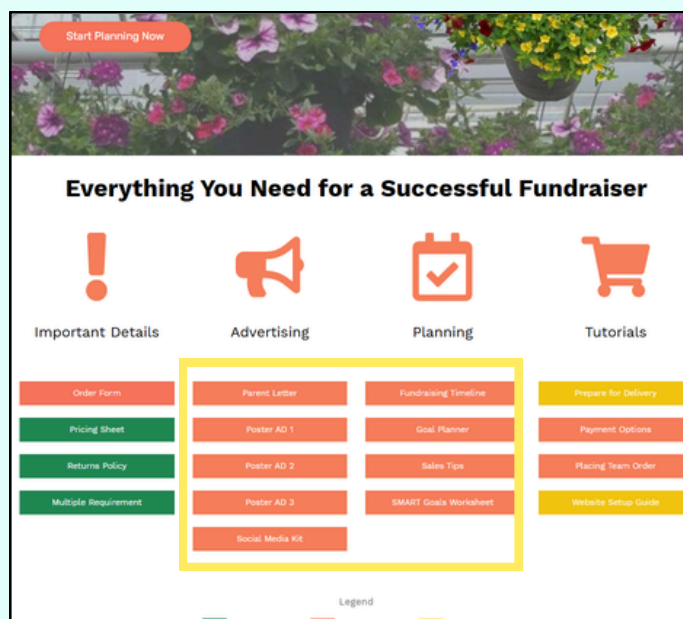
- **Determine Your Goal:** Think about how much you want to raise and how many plants you can reasonably sell. For example, if you have 20 sellers, setting a goal of 15 plants per person means a total of 300 plants sold. **Having a specific number makes it easier to plan and track progress.**
- **Break It Down:** Encourage each student or seller to set an **individual plant goal**. For example, "Sell 10 hanging baskets each," or "Aim for five patio planters per family." Smaller, personal targets make the overall goal feel more manageable and achievable.
- **Motivate Your Team:** Create excitement by tracking progress and celebrating milestones along the way. Keep everyone engaged by tracking progress. A simple chart at meetings or a friendly competition—like a prize for the top seller—helps maintain enthusiasm
- **Share Your Goal:** Let your community know what you're working towards! **Studies show that when people see a clear goal, they are more likely to contribute.** Use our provided social media kits, including progress thermometers and pre-made graphics, to make sharing easy. Post updates on Facebook and Instagram with clear messages. Example: "We're halfway to our goal of 500 plants! Order yours today to support our school fundraiser." Pictures of happy customers or plant previews make posts more effective.

Step 1: Login > Resources > Tutorials & Documents



(Team Website)

Step 2: Download Advertising & Planning Material



(Resources Page)

02. Use the Resources Page

Fundraising Resources

Your resources page is packed with helpful materials to make your job easier! Access social media kits, posters, sales tips, planning timelines and more to support your fundraiser.

- **Important Details:** Access crucial materials like the Order Form, Pricing Sheet, and Returns Policy to ensure a smooth process.
- **Advertising:** Spread the word with ready-made resources, including Parent Letters, a Social Media Kit, and multiple Poster Ads to share in your community.
- **Planning:** Stay on track with tools like the Fundraising Timeline, Goal Planner, Sales Tips, and S.M.A.R.T Goals Worksheet.
- **Tutorials:** Get step-by-step guidance with resources on Preparing for Delivery, Payment Options, Placing a Team Order, and Website Setup.
- **Featured Coaching Videos:** Watch step-by-step tutorials on key topics like using the Goal Thermometer, messaging features, and filing claims.

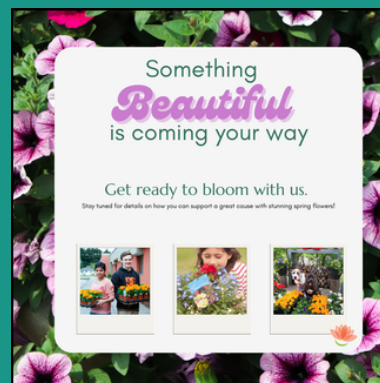
EXAMPLES



Poster 3



Social Media Kit



03. Sell! Sell! Sell!

Start Selling!

The key to a successful fundraiser is **starting early** and using every possible method to spread the word. The earlier you start selling, the more time you have to reach your goal.

- **Start Early:** Begin advertising your fundraiser **at least 2-3 weeks** before the delivery date. This gives your community time to learn about your fundraiser, consider their purchases, and place orders. The more time you give, the higher your chances of hitting your fundraising targets!
- **Leverage Social Media:** Use social media platforms like Facebook, Instagram, and even TikTok to promote your fundraiser. Share regular updates, post about your fundraising goals, and showcase the products you are selling. Be sure to use photos of your items, as visuals will draw more attention. Don't forget to use **#growwithGSF** for your fundraiser to increase visibility and track engagement!
 - **Tip:** Create a post schedule and post at least **2-3 times a week** to keep your fundraiser top of mind.
 - **Bonus Tip:** Ask supporters to share your posts to reach an even wider audience!
- **Word-of-Mouth:** Word-of-mouth is one of the most powerful tools in fundraising. Talk to your friends, family, and coworkers about the fundraiser and ask them to help spread the word. The more people you tell, the more likely it is that they will tell someone else who may want to support the cause.
- **Tips from the Pros:** **Local businesses can be a great partner** in your fundraising efforts. Many successful fundraisers have partnered with businesses in their community to boost sales! Ask them if they'd be willing to share your fundraiser with their customers, either by posting flyers or mentioning it in their newsletters. **Local businesses can be an amazing sales channel** for your fundraiser. Many are happy to support local schools, teams, and community groups. Here's how to get them involved:
 - Ask if they'll display your fundraiser flyer or order form at their location.
 - See if they're willing to take orders from their customers or employees.
 - **Partner with them for a bulk purchase!** Some businesses may buy plants for their storefront, offices, or employees as a seasonal gift. **GSF will deliver directly to the business!**
 - Offer a shoutout on social media in return for their support.

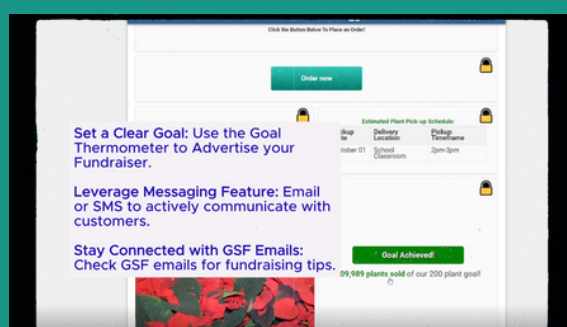
By combining social media promotion with word-of-mouth outreach and local business partnerships, you'll create **multiple avenues to maximize sales** and ensure the success of your fundraiser!

04. Track Sales Progress.

Stay on top of your sales and keep your team motivated by using the tools available on your team's website. Tracking your progress will help you stay organized, adjust your strategy if needed, and reach your fundraising goal more effectively.

- **Track Your Progress:** Monitoring your sales is essential to reaching your fundraising goal. Your team's website provides several tools to help you track progress, stay motivated, and communicate with your supporters.
- **Check Your Sales in the Steps to Success Section:** Log into your team's website to track your fundraising progress. The Steps to Success section provides real-time updates, helping you stay on target.
- **Use the Goal Thermometer:** The Goal Thermometer visually tracks your progress. As sales increase, the thermometer fills up, making it easy to see how close you are to reaching your goal. Consider sharing updates with your team to maintain motivation.
- **Utilize the Messaging Features:** Keep supporters engaged by using the SMS/Email Messaging feature. Sending reminders, updates, and thank-you messages can encourage additional sales and repeat customers.
- **Leverage the Sales Goals System:** Motivate your team by setting clear goals and tracking progress through the **Steps to Success** section. Recognizing achievements can help maintain momentum throughout the fundraiser.
- **Tips for Staying on Track**
 - Review your progress regularly and adjust strategies as needed.
 - Encourage team members to promote the fundraiser and share updates.
 - Follow up with potential supporters who have shown interest but haven't purchased yet.
 - Recognize and celebrate key milestones to keep enthusiasm high.
 - By consistently tracking your progress and utilizing the available tools, you can stay organized and maximize your fundraising success.

Goal Thermometer & SMS/Email Messaging Tutorial



05. Engage & Incentivize

Motivation is Essential

Keeping your team motivated is key to a successful fundraiser. Setting up fun challenges and rewards encourages participation, boosts energy, and makes fundraising more enjoyable. The more engaged your team is, the more successful your campaign will be.

- **Create Friendly Challenges:** A little competition can go a long way in driving sales. Consider setting up team or individual challenges such as:
 - First person to reach 10 sales gets a small prize
 - The team member with the highest sales by the end of the week wins a gift card
 - A bonus reward for anyone who sells to 2 or more businesses
 - Leaderboard Tracking: Post regular updates to show progress and encourage some friendly competition.
- **Offer Fun Incentives**
 - Recognizing and rewarding efforts keeps motivation high. Some incentive ideas include:
 - A pizza party for reaching a team sales milestone
 - Small prizes like chocolates, coffee gift cards, or branded merchandise for top sellers
 - A mystery prize for hitting individual plant goals
 - Recognition on social media or a team shoutout

GSF Bonus Reward

If your team completes all five goals under the **Sales Goals** section, GSF will reward you with a chance to **win a GRAND prize**—another great reason to stay engaged and work together!

By making fundraising fun and rewarding, you'll keep your team motivated and ensure a successful campaign.



06. Success Stories

Nothing inspires success like hearing from those who have been in your shoes! Learn from fundraising teams who have **reached—and exceeded—their goals**. Here are some of the **top tips and strategies** from successful coordinators:

Word-of-Mouth & Personal Selling

"Word of mouth can be a powerful tool. For example, 20 choir members participated in the fundraiser, and successfully sold to friends and family. The key was targeting the older generations through personal connections, such as door-to-door sales and community gatherings. We also printed out the order forms, and shared that with our community. Furthermore, the quality of the plants speak for itself, which made it very easy to sell!"

- **Timbre! Choir**

Use Community Events for Increased Sales Opportunities

"One effective strategy is to turn community events, like fairs, into your order pickup spot. This not only provides a convenient location but also gives you a chance to engage with customers and potential buyers. Displaying orders in an open area, such as a trailer or outside, can draw attention and encourage additional purchases. By offering extra plants, either by the flat or in single pots, you may find that customers are more likely to buy once they see the products in person. To streamline the process, it's best to have a single coordinator manage all aspects—advertising, answering inquiries, collecting payments, and placing orders — making it easier for customers and ensuring everything runs smoothly"

- **Tatla Lake School PAC**

Advertising & Sharing our Sales Target

"We set a specific plant goal and shared it everywhere—on social media, in our community, and even with local businesses. We also used the goal thermometer on the website to track our progress in real time. Seeing the numbers go up motivated our supporters to keep sharing and purchasing. Businesses even jumped in to help us reach the finish line! The more we talked about our goal, the more people wanted to help us achieve it, and we ended up surpassing what we thought was possible!"

- **Hungry for Life (Haiti)**