



Sponsor Guide

How to Run a Profitable Fundraiser

Mrs Fields

Introduction

Welcome! The time has come to help your organization raise money and you've picked the right company to partner with! By partnering with **Mrs. Field's Fundraising**, you've already set your organization up for success. By fundraising with a brand, you have given your group an edge over any other fundraiser you could run! Customers love brands; our fundraising products practically sell themselves! Customers know our brands, know the quality of the products, and always end up wanting more!

Although this will be one of the easiest, most profitable fundraisers you'll participate in, there are steps you should take to ensure your fundraiser meets AND exceeds your goal! Detailed inside this document, you will find ways we've discovered that help make a Mrs. Field's fundraiser replace the need to run multiple fundraisers every year, as well as information to help make the whole process easier and make you a fundraising expert.

Let's get started!

Fundraising Language

- **Agreement** - Whenever you plan on running a fundraiser, we require you sign an agreement with our company. It's not as scary as it sounds! Detailed in the agreement will be information about your group, how the profit / fee structures work, and what you can expect from us. This is an agreement stating that you understand our process and allows us to forecast for your organization.
- **Profit** - This the money that your group will earn for selling the items or collecting a donation. This money will be paid back to your group in a profit check that can be send in paper check or digitally by returning the profit check form.
- **Donations** - Groups can take donations paid for by credit card on the same system as the cookie dough sales. Donations are available to be received in 3 dollar amounts in the online system.
- **Sponsor** - The volunteer from the group who is responsible for the fundraiser. All contact regarding the fundraiser will go to the sponsor.
- **Fees** - This is applied to the end customers' orders and is added to each order.
- **Replacements** - Items that were missing or damaged. Our staff will do a verification to make sure your seller has ordered it and it was not packed. Once it is determined that these are replaceable items, we will refund the cost of the item.



Ship to Home Fundraiser Checklist

- ☐ Complete Agreement
- ☐ Receive Kick Off Email
- ☐ Create Incentive Plan
- ☐ Communicate with Sellers
- ☐ Start Fundraiser -
Recommend 3 weeks
- ☐ Keep the Momentum
- ☐ Close Fundraiser
- ☐ Final Fundraiser Reports
- ☐ Products Ship Directly to Home
- ☐ Profit Check Sent
- ☐ Use your Profit Collected

Running the Fundraiser

Have a Planning Meeting

One of the biggest reasons fundraisers fails is **lack of knowledge**. Here's how you can prevent this from happening.

1. Have a planning meeting. Inform all the influential members in the organization what is going on. This includes products, sale timelines, and profit percentages. The more they know, the easier the sale will be to manage.
 - a. School Fundraising - Have a meeting with the principal and teachers. Get them involved and invested in the fundraiser. They interact with the students every day and can help with continued reinforcement.
 - b. Sports Team Fundraising - Have a meeting with your parents and players. Make sure everyone knows and understands what the goal is and what each persons' responsibility is.
2. Set a SMART Goal (Specific, Measurable, Achievable, Realistic, and Timely) and stick to it.
 - a. Groups need money for a variety of things, but making the goal seem so out of reach demoralizes everyone. During your meeting, ask for input. Your members input will be able to help you decide what is best based on the current circumstances.
 - b. Set a Fair Share goal if needed. If your group thinks there could be a problem raising all the funds because participation may be low, set a number for everyone to have as a baseline. Motivated members will far exceed that, but it helps the group total go up, earning you more profit and makes your goal seem that much more achievable.
3. Set a schedule. Part of a successful fundraiser is knowing how you want your sale to run. Set a schedule so everyone moves cohesively and with direction. This guide provides links to create all these items. Plan things like:
 - a. Create a parent letter with all the details of the fundraiser including how they can participate and what the money will be used for
 - b. Kick Off the Fundraiser. This can be virtual but best in person. You want to excite your sellers! Show them why they want to be involved in the fundraiser and what benefit they get out of it.
 - c. Social Media posts. If your group uses social media and connects with community members, utilize that! Word of mouth is great, but in today's world, everyone is glued to their phone. Use that to your advantage!
 - i. Have an online portal for grading that everyone uses? Post it there if possible! Most parents are engaged with that platform more regularly than your school webpage.
 - d. Reminders. Keep reinforcing and inviting your members to sell!

Running the Fundraiser

Setting a Goal & Calculator

Setting a goal for your group is imperative for your fundraiser. Whether your group is raising funds for a playground or a trip to Disney, knowing the goals for each seller will help you to be successful and get the most profit. Below is a formula we recommend you use to determine the number of units each seller would need to sell to achieve the amount of profit you would like to raise.

$$\begin{array}{ccccccc} \$ & \underline{\hspace{2cm}} & \div & \underline{\hspace{2cm}} & = & \underline{\hspace{2cm}} & \div \$25 = \underline{\hspace{2cm}} \text{ Units} \\ \text{Total Dollar Goal} & & \text{\# of Sellers} & & \text{Avg \$ per Seller} & & \text{Units each Seller needed to sell} \end{array}$$

Also reference the profit & fees chart in your agreement to see the levels that need to be achieved for your group.

Here is an example:

$$\begin{array}{ccccccc} \$ & \text{\textcolor{red}{\$10,000}} & \div & \text{\textcolor{red}{25}} & = & \text{\textcolor{red}{\$400}} & \div \$25 = \text{\textcolor{red}{16}} \text{ Units} \\ \text{Total Dollar Goal} & & \text{\# of Sellers} & & \text{Avg \$ per Seller} & & \text{Units each Seller needed to sell} \end{array}$$

Running the Fundraiser

Incentives

Motivation is a huge factor of fundraising. The more excited your sellers are, the more they'll be driven to sell. Provide your sellers with incentives THEY want. Not every group needs incentives, but it is your responsibility to give them that option. Review your goal and your reason for fundraising, then decide on your potential incentives. **Keep in mind, incentives don't necessarily need to be monetary based!**

Our website has a list of free / low-cost incentives that we see commonly used. You can check that out at the link below.

<https://mrsfieldsfundraising.com/shiphomekickoff/>

Here's a tip that nobody else will teach -

While seller motivation will be the reason your sale is successful, you don't have to be the only one working to keep them motivated. We have found that the more key members that are invested and involved, the better the fundraiser is. Incentivize them as well!

Low Cost, No Cost Prize Ideas

·Extra Recess for top class – Start a class competition with updates from the office each day with the winning class. It is a great way to draw attention to your fundraiser for each day during the selling period.

·Out of Uniform vouchers – Does your group have to wear a uniform everyday? Offer a pass or day that each person who participates can wear their own street clothes.

·Open Gym Night Pass – Open up the gym to your group for one night for each person who participates. This is a great chance for your group to do some fun gym games like parachute or scooters.

·Pie in the Face for principal, teacher or other important staff member – Each person that participates gets an entry to throw a pie at a staff member.

·Principal for the Day – Every person that participates gets an entry to be the principal for the day or even part of the day.

·Principal work from the roof day – Set a goal for your group and then if the goal is met principal would work on the roof for the day. (Get your principal on board by mentioning they would really just need to be on the roof at arrival, dismissal and lunch time)

·No Homework Pass – Every person that participates would earn a pass to use when they want to avoid a homework assignment. You could even develop levels. 1-10 items sold = 1 pass; 10 – 20 items sold = 2 passes; ect.

·Day of Gym Pass – Every person that participates would earn a pass to use when they want to avoid a day of gym. You could even develop levels. 1-10 items sold = 1 pass; 10 – 20 items sold = 2 passes; ect

·Eat Lunch with the Principal = Every person who sells a certain number of items get to eat lunch with the principal

·Late to Class Pass – Every person that participates would earn a pass to use when they want to be late to class. You could even develop levels. 1-10 items sold = 1 pass; 10 – 20 items sold = 2 passes; ect

·Top selling class would earn a party – Start a class competition with updates from the office each day with the winning class. It is a great way to draw attention to your fundraiser for each day during the selling period. It can have an ice cream, pizza or popcorn party.

·Raffle off tickets to a group event – Have an event for your group where people have to buy tickets. Give tickets away to that event to everyone who sold a certain number of items.

Running the Fundraiser

Teach your Sellers How to Sell Correctly

Sellers should be confident! Selling is not something that comes naturally to most people, especially kids! They can be very unsure on how to approach the subject and could be fearful of rejection. Guide them on how to sell, who to sell to, and give them the confidence they need by offering a quick roleplay if they want to practice!

Helpful Tip: Most sales will happen with family, friends, coworkers, and neighbors!

Here's a script that they can practice.

Hi, I'm _____ and I was wondering if you could help me out. I am raising money for _____. We have Mrs. Fields cookie dough that ships directly to your home. Can I send you the link to order online?

If you have product information, give them that resource! The more information they have about what they're selling, the better! Here are some of the selling points we use in our own marketing:

1. Branded, well-known products. It's the same quality you know and love - it's not a cheaper product for fundraising.
2. More goodies (chocolate chips, nuts, fruits) per bite than any other cookie in fundraising!
3. Pre-portioned cookies! No messy scooping out of a tub! Easy break and divided slices so you can take what you want and put the rest back in the freezer!

Running the Fundraiser

Engaging with your Community

Similar to how your organization members need to know what the fundraiser goals are, your community needs to be informed as well. You have the responsibility of getting the information out to them. Here's a few ways you can do this.

1. Parent Communication. These bits of information are essential. Providing sellers and parents with details regarding the fundraiser will increase the profit raised by your group.
2. Social Media. Utilize the organizations social media pages, communication tools, and e-mail blasts to keep your sellers and other members engaged by giving updated information and reminders to keep everyone invested. Encourage your members to share and post about the fundraiser to increase their sales.
 - a. You will receive your custom web address and QR code to add to all your communication.
 - b. Check out our social media posting schedule that gives you copyable posts and a generic schedule to follow.

Check out our example posting schedule and customizable images and posts here:

<https://mrsfieldsfundraising.com/shiphomesocial/>

Examples of marketing items available on our website:

PDF of Product Brochure

Seller Signup Instructions

3 Weeks of Selling Communication Guide

Image Gallery

Using Online Ordering & Closing the Fundraiser

Your group will utilize the online ordering platform to collect all orders. All orders must be placed in the online ordering platform. No paper orders are accepted.

Here you can:

1. See a snapshot of sales and students
2. Find the custom QR code and web address
3. Analyze the data and students participating
4. Pull reports during and after the sale

You will receive 2 emails to manage your fundraiser. The first email is for access to FRMGR. This system is used to generate the profit check for your fundraiser. You will not need to access this system.

The second email is from the online ordering system called Ultimate Raise. This email will allow you to access the sponsor side of the of the system. You can see when each student registers and how much each student has sold. Can't find your sponsor email? Visit the website <https://ultimateraise.com/login> and click forgot password. Enter the email address you received this sponsor guide at and use the forgot password button to reset your password.

Need assistance for your families on how to order. Here is a link to a PDF of ordering instructions.

<https://mrsfieldsfundraising.com/shiphome/>

Running the Fundraiser

Product Delivery & Profit Check

The orders will deliver to each customer's home. The orders will ship out 21 days from the date of the end of the fundraiser. Keep this in mind for both customer information and when you are planning your fundraiser. When the order ships the customer will receive an email with the tracking number so they can track the delivery of the items. At this time the product cannot deliver outside the continental United States and some areas of the country are non-delivery areas.

If the customer has any questions or issues regarding the product or the delivery of the items, please have them use the link below to submit a claim. Once the claim is submitted, we will work with the customer directly. If the claim is substantiated, we will refund the customer.

<https://mrsfieldsfundraising.com/shiphomemissing/>

The profit check for the fundraiser will be sent to the address provided on the signed agreement. Profit checks are mailed within 21 days from the end date of the fundraiser. If you would like for the profit check to be sent digitally, please use the link below and complete the required form.

<https://mrsfieldsfundraising.com/shiphome/>

WORKSHEETS

How to run a Successful Fundraiser

FUNDRAISER DATES

| | | | |
|---------------|--|---------------------|--|
| Kick Off Date | | Fundraiser End Date | |
|---------------|--|---------------------|--|

FUNDRAISER TASK CHECKLIST

The following tasks must be completed to qualify for the profit. The final profit amount is determined by the total number of units sold.

- This fundraiser may not be combined with any other non-Mrs. Fields program
- Send parent letter/email to all participants with custom QR code and web address for ordering (Templates provided)
- Kick off fundraiser in person or online using the kickoff tools
- Promote the fundraiser with at least 5 posts on social media or with newsletter or daily announcements (Facebook, Instagram, Twitter) (At least 1 post after the sale has entered with a tag of Mrs. Fields)
- Sellers upload contacts to online ordering site which will utilize the drip emails in the online ordering system
- Use Reminders for social media, newsletter and daily announcements during the sale
- Login and monitor online sales and use the notify sellers email function of the online ordering system

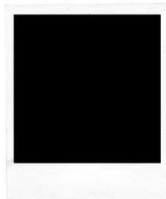
**Planning is the
Key to success!**

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FUNDRAISING

Ship to Home



Click the web address or use the QR code to find the sale page

Register

Click the Register button to join the fundraiser



Enter the sellers First Name and Last Name, your email address and create a password. Enter the teacher name, grade and click submit.



Add your picture to personalize your page



Click Send Email, click Add Contact. Enter a nickname and their email address and click Save



Click Send next to the contact you added



Under the menu (top right) select the Share option to share your personal page to social media or via SMS messages

The Mrs. Fields logo is written in a red, cursive script. The word "Mrs." is in a smaller font than "Fields". A registered trademark symbol (®) is located at the end of the word "Fields".

Mrs. Fields®

FUNDRAISING

Ship to Home

- Trusted Brand
- Mobile Friendly Online Shopping
- Digital Kick Off Kit
- Custom Fundraising Communication
- Direct Home Delivery
- No Minimums - No Risk
- No School Delivery Day
- Sponsor & Seller Digital Dashboards

VISIT OUR WEBSITE

<https://mrsfieldsfundraising.com/>

CALL US AT

1-800-866-3621