

SHARON'S TIPS FOR A SUCCESSFUL FUNDRAISER

These hints are based on our observations and experiences over many years, but are only meant as a guide. We hope they will assist you to a more successful fundraiser, but Kytons accepts no responsibility should any of these ideas fail to work in your situation.



Allow 2-3 weeks for your members to collect orders

Less than this and members don't have time to collect orders. More time than this and the form is likely to be buried in a pile of paperwork with the intention "I'll deal with that later".

Always collect money with orders so you don't get left with product and no money.

Distribute Kytons coloured postcards with your order forms

These are available for winter & Christmas products and allow your members to see what they are purchasing. Postcards are available free of charge from Kytons.

Encourage your member to sell lots of product by :

Telling them about the fundraiser – why you've chosen to use Kytons, how important the funds raised are to your group and some of the following points too:

- Encourage members to pass the form around to family, friends and work colleagues
We often hear stories of someone who took the form to work "and sold hundreds of dollars worth" turning an okay fundraiser into something very special
- Reminding them that Kytons is well known and so family and friends will be keen to order from them
Use some simple maths (or ring us and we'll do the maths for you) to let members know how much you can make if everyone contributes
For example for a school with 100 families you could put something like this in your newsletter: "if every family sold just 5 packets of lamingtons, we would raise over \$1000."
Make the fundraiser for a specific purpose, especially something that your members will enjoy, for example new uniforms for the team, new play equipment, paying for a trip away or shade for the grassed area.

Many of these points are featured in our cover letter on our website. Feel free to use the letter as is or pick out bits to use in your own cover letter or newsletter.

Send out a reminder close to the due date

Remind your members a week or so before the orders are due back. Everyone leads busy lives and it's easy to put the form aside or forget when it is due back. Give your members a brightly coloured reminder note, place a large ad in the newsletter or stick up a large, bright sign where it will be seen.

You'll find a sample reminder note on our website.

Collating your orders

This isn't always the easiest of tasks, but very important. This year we have a tally sheet available on our website that you can download and use to electronically calculate your orders, or print off and use manually. Otherwise use one of the order forms and fill in one line per members order. It is often wise to ask a second person to double check your figures.

Packing your orders

Putting your orders together can be an almost social event if all goes well, or rather stressful if the numbers don't add up. Here are a few hints for making the system work for you :

Assemble a team of packers prior to the day (usually 2-6 people is enough depending on how large your order is) and have someone "in charge" who explains the system and keeps an eye of proceedings.

Don't let everyone dive into the boxes – it is important to check the products off accurately before commencing packing the orders.

Place all "like" products together, including breaking open any mixed boxes.

Check off your products against the invoice you received when you collected your order or had it delivered. If they don't match, call Kytons immediately, we triple check orders before they leave our premises, but mistakes can happen and we'll help you find where the error occurred.

Once this balances, start packing your orders from the individual slips

Pack small orders in plastic bags and larger orders back into Kytons boxes

Work in pairs, one person gathering the items, another double checking the order is correct and bagging it.

Tape or staple the order slips to the front of the bags or boxes and place packed orders in a neat line in case you need to go back and check anything

DON'T LET ANY ORDERS LEAVE THE PACKING AREA UNTIL THEY ARE ALL PACKED IN CASE OF PROBLEMS

Ensure all orders are distributed on the day, or refrigerated if they contain perishable goods (including pies & lamingtons).

What to do if you don't have enough or have too many of an item.

Check the adding up on your tally sheet – was the right amount ordered?

Find all the orders featuring that item and check they have the right products in the bag and that they were recorded correctly on your tally sheet.

If you do find that you under-ordered on a product give Kytons a call, we'll help you out with extra stock as soon as we can.

We can't take back product once it has left the premises, but if you have over-ordered you'll usually find someone will buy an extra packet or two.

Some members wanted more products once they saw, or tasted them or you had a couple of largish late orders come in and you don't want to miss out on valuable money.

A common occurrence. We're happy to do you a "top-up" order if this happens and there is no minimum order amount to receive the cheaper fundraising price, if you've doing a "top-up". Give us a call to organise when we can have the product ready for you.

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