

## How to Fund Raise

Learn why so many schools and other organizations across Canada choose Maple Syrup Products for their fund raising.

You will find out why our maple syrup is the “Canada’s best tasting maple syrup”, year after year. Tops in quality, we guarantee 100 percent satisfaction with every order. Should you need a sample for evaluation, please let us know.

Our maple syrup fundraising information applies to autumn, winter, & spring fund raising campaigns. It includes gift packs, along with individual maple syrup items.

1. Select the products you wish to sell: The items are shown on the order form as well as our fundraising.
2. Determine the approximate number of people who will be involved in your campaign. We require this information in order to provide you with adequate supplies. Supplies include order forms showing photographs of the selected maple items as well as group summary forms for your team leaders or organizers.
3. Confirm your selling price. As you will note, the profit levels detailed on the pricing page are based on our “suggested selling price.” You may adjust prices according to your market conditions.
4. Contact us to obtain your campaign supplies. The information that we require includes: • campaign starting date • number of participants • your delivery address and directions if necessary • the name and phone number of your campaign manager or contact person • Phone, fax and e-mail addresses • your selection of program – items listing • your desired delivery date & launch date
5. Upon receipt of your campaign supplies, distribute forms to participants, who will then pre-sell the maple items. Please refer to our “Helpful Hints” page for suggestions on organizing a successful fund raising campaign, which we have composed based on feedback from other groups.
6. Request that your participants hand in the entire form with totals calculated and cross-matched for accuracy.
7. Request the campaign organizers to calculate, on the campaign summary forms, the total number of pieces of each product sold. Once they have done so, place your order by telephone, e-mail or fax. Note that you can order the exact number of pieces of each product already sold. We have a full-case requirement, which means that may have product left over at the end of your campaign. We will confirm the delivery date of your order at this time.
8. Receive your order on the arranged delivery date. We include bags for easy sorting and to facilitate distribution to participants. A packing list will be

enclosed with your order. Please ensure that you verify the quantities received before you sort and distribute the maple syrup products. We take every precaution to ship exactly as ordered and detail the contents of each case. If, however, any corrections are required to the quantities shipped, this must be reported to us prior to distribution.

9. Distribute the maple syrup products to the participants, with the request that they deliver it as soon as possible, collecting the funds as they do so. Also, please remind participants that if they are accepting cheques, these should be made payable to your group.

10. Pay the invoice that accompanied your order. You will be billed according to the total number of pieces ordered, based on the pricing information provided on the pricing page enclosed. As you will note, your unit costs decrease at specified levels as volumes increase. Payment terms are net 15 days (on approved credit).

We are available to you by telephone or e-mail to provide assistance or answer any questions that may arise during your fundraising project: TOLL-FREE TELEPHONE NUMBER: 1-800-382-9795

### **Fundraising Hints**

**Communication:** The key to the success of any project is the communication among those involved. Make sure there are clear, open lines of communication from the campaign organizer to group leaders, teachers, parent helpers, etc. and, most importantly, to the participants who will be your “sales” people. Communication keeps everyone interested, informed and enthused.

**Organization:** As in most endeavors, the degree of organization can make the difference between success and failure. Setting up a sequence of events for your fund-raising project - what happens and who is responsible - will make your campaign run smoothly and without confusion, since everyone will know exactly what is expected of him/her.

**Recruiting Help:** Recruiting the assistance of parents and/or other adults has been noted as particularly beneficial for fund raising activities involving children. Such volunteers typically provide help with organizing, coordinating, calculating total orders, and distributing maple syrup products to participants.

**Motivation:** One of the biggest motivators for fund raising activities is making the participants aware of the purpose of your campaign. When they know why you are raising funds and how they can play an important part in your campaign, they are far more motivated to go out and get positive results. When younger children are involved, sending an informative note or newsletter home to the parents is also very effective. Doing so may result in the parents providing

assistance by reinforcing the importance of each and every participant and encouraging them in their sales efforts. Children are very proud when they are able to say they did their part in achieving the group's fund raising goal.

**Product Knowledge:** We believe that it is important for the participants to be able to tell their customers a little bit about the product they are selling. They should therefore be informed that the maple syrup products that they are selling is of the highest quality and that maple syrup is a wholesome and nutritional food product that is consumed in most homes and is a good source of calcium. It has a low glycemic index, natural and pure, and contains over 40 antioxidants. Letting the customers know that they can serve over fruit or cereal, based pork, poultry or fish while supporting your project, leading to a positive response.

**Pre-sell:** We recommend that your participants pre-sell the product. This means that orders are taken by each participant and totaled by the fund raising organizer, prior to placing your order. Participants should inform their customers of the expected delivery date of their individual orders. Younger participants should be told to have each customer complete the information on the order form for his/her order (name, telephone number, number of pieces, and amount). Parents or older siblings can assist in calculating totals. Using the

**Telephone:** The telephone can be an excellent sales tool for your participants, particularly younger ones who are not expected to make their sales in person. Inform the participants of how they can call friends and relatives to ask for their support. Parents can be helpful in preparing an appropriate list of names and telephone numbers.

**Set Individual Targets for Participants:** Let each participant know how many items he/she should try to sell in order to meet the group's total goal. Tell the participants what the total goal is and how, if each one of them meets his/her personal goal, the group will be successful. Each participant is then able to see the link between his/her contribution and the success of the campaign.

**Rewards and Recognition:** Establish a system of rewards and/or recognition for achievement. For example, awarding prizes, special privileges, etc. or mentioning successful achievers at school assemblies or in group meetings establishes a sense of accomplishment and pride, and fosters friendly competition between participants. Also, recognizing the assistance given by parents, business people, teachers, organizers, etc., makes a positive impression that will foster willingness to assist again in the future.

**Suggestions and Comments:** We are always pleased to receive comments and suggestions regarding fund raising experiences. We like to pass along helpful hints that we receive to future fund raising groups.