



Trees for a Change Fundraising Coordinator Planning Guide

- Set your fundraising goal
- Plan your fundraising dates (we recommend 2-3 weeks)
- Order your FREE fundraising kits from Trees for a Change.com
- Create incentives to motivate participants. These can include:
 - Class or group competitions
 - Announced daily or weekly tallies of sales
 - A thermometer type record of progress toward your goal
 - A star chart to track individual sales
 - Prizes like a pizza or ice cream party for reaching individual or group goals
- Inform participants and/or parents about the fundraiser in advance
- Train participants in using appropriate sales techniques- sales pitch, eye contact, etc.
- Advertise your fundraiser
- Keep fundraising period to the planned dates
- Collect order forms and money
- Tally results on the back of this sheet and place final order with Trees for a Change
- Distribute Tree Gift Cards to participants
- Participants distribute orders to customers
- Reward your top sellers
- Thank your volunteers
- Enjoy your profits and knowing you helped a National Forest!

Tips for Success

- Remind participants that by selling Tree Gift Cards they are not only helping their school or group, but they are also helping America's forests and the animals that live in them.
- Making your group's purpose for the fundraiser and the goal clear to participants and volunteers will create more buy-in and interest in participating.
- Encourage each participant to make a list of potential customers and set a personal goal.
- Advertise your fundraiser in different ways, like posters, flyers, email, the local newspaper.
- Consider how this might be a learning opportunity for participants. Can you use this Trees for a Change fundraiser to teach members of your group about trees, forests, forest fire, carbon offsets, recycled paper, running a business, advertising, math, or teamwork?