

Roadmap For A Smooth Fundraising Experience

- Plan performance incentives. We suggest prizes at 3, 5, and 10 subscriptions sold.
- Send out a letter a week before kickoff to participants/parents informing them of coming fundraiser (view www.magraise.com resource page for samples).
- Hand out brochures and order forms to fundraising participants at kickoff.
- Have participants fill out the empty fields on the back of the order forms. This can be helpful to keep organized, and if a correction to an order needs to be made.
- Also on the back of the order form, there are ‘Guidelines For Volunteers’. Go over this with them!!!
- Go sell, sell, sell!!! Supporter’s make checks out to ‘ReadGive’. NO CASH.
- Send out another letter during the fundraiser, reminding participants/parents of the importance of the fundraiser, deadlines, and suggest to parents they take it to work with them.
- Collect all participants order forms and checks. Keep each participant’s materials together until you can check everything matches.
- On the ‘Master Order Form’, look for the red font on top, and type in your ‘Group Name’, ‘Leader Name’, ‘Phone’ number, and ‘Email’ address to the space to the right of each.
- Type in all orders. Typos are okay with the magazine titles, but of course, be careful with addresses. However, try to use abbreviations and avoid extra punctuation when possible (Dr instead Drive or Dr.).
- Save As: “Your Group Name MagRaise Order”.
- Send the document as an attachment in an email to: info@readgive.com
Send the checks to:
MagRaise/ReadGive
PO Box 3138
Pinedale, CA 93650-3138
- When an order or payment is received I’ll follow up with a confirmation email or call. Delay of receiving the order or payment will delay the delivery schedule.
- Hold onto the participant order forms, they can help to resolve an address problem if one occurs.
- Wait for your check for 50% of your total sales!!

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