

## TIPS FOR A SUCCESSFUL FUNDRAISER

**When you're successful, we're successful. We have learned what it takes to have a successful electronics and inkjet cartridge fundraiser. Please profit from our experience by incorporating the suggestions below. If you have questions, do not hesitate to call us.**

### **PROMOTE! - PROMOTE! - PROMOTE!**

*It is important to use every avenue of communication to keep your group motivated and to engage your community. Organizations that do not have a strategy for promotion, in all likelihood, will not have a successful campaign. MOST people have old electronics or empty inkjet cartridges that they can donate so remind them **often**.*

- ✚ Give your electronics and inkjet cartridge fundraiser mention in all correspondence (emails, newsletters, flyers) with your supporters, members and the community in general.
- ✚ Recruit retailers to support your program and ask their customers to donate at the point of sale.
- ✚ Place signs or posters in businesses that support your cause. We can provide all the material you need.
- ✚ Explain the program on your organization's website and in your email messages.
- ✚ Compose an e-mail template including your online donation link Virtual Donation Link that your staff and/or volunteers can use to reach their friends and family.
- ✚ Send notices to all local media outlets – metropolitan and community newspapers, local radio stations and Public Service Announcements on area TV stations.
- ✚ Solicit the support of local community and environmental groups. After all collecting electronics and inkjet cartridges not only raises money for your organization, but also provides a necessary recycling service to your community.
- ✚ Promote the program at events where you participate; a simple flyer on the table will help promote the program with anyone who comes to your table.

### **ORGANIZE**

*It is important to have a goal and a plan before you begin. How much do you hope to raise? How long will the campaign last? What experience from previous fundraisers do you bring to this effort? What will be the best method(s) of collection?*

- ✚ Determine the best methods of collection. Consider:
  - Drop off locations – Set up donation boxes (including local merchants and businesses)
  - Organize door to door collection. Print flyers and attach to paper bags.

### **HAVE FUN AND "THINK OUTSIDE THE BOX"**

- ✚ What incentives can you use to motivate people to participate?
  - Gift certificates for the volunteers who bring in the most
  - Pizza parties for classes or youth groups
  - Electronics as a "ticket" to organization events
- ✚ Encourage local merchants to serve as a drop-off location and give discounts in exchange for electronics and inkjet cartridges
- ✚ Sponsor a Neighborhood Clean-up
- ✚ Set up collections at area sports events



[www.avbrecycle.com](http://www.avbrecycle.com)  
863.669.5113