



HOW TO HAVE A SUCCESSFUL FUNDRAISER WITH HEIDI-HO PRODUCTS

- Determine a realistic amount of money to make for your organization.
- Calculate the number of cases of 6 units needed to attain that amount.
 - Consider a presale through your membership to help determine the quantity to order.
- Decide how to finance the fundraising program.
 - Take advantage of the \$2.00 discount per case with advanced payment.
 - A 60-day window from the date of delivery is given to complete payment of your order.
- Arrange for storage of the product in a secure, climate-controlled environment.
 - Chocolate items should not be subjected to prolonged temperatures below freezing.
- **Place your order by the deadline of October 1.**
- Make arrangements to receive the product upon delivery.
 - A member may need to assist in unloading or moving cases.
 - Verify the number of cases delivered matches the bill of lading.
 - Make sure any obvious damage to products is noted on the bill of lading.
 - Submit a damage claim with the carrier, unless delivery was by Heidi-Ho Corp.
- Businesses and outlets with daily traffic are great sources to sell for you as their contribution to your fundraiser.
 - Place the products on a counter with your promotional sign and organization's name.
 - A table-tent sign and 4-color flyer is available from Heidi-Ho for marketing purposes.
 - Highlighting a specific project for the proceeds or including an insert about your club will give you more success and may also help in membership recruitment.
 - Stay in touch with your outlets to assure the products are displayed prominently.
 - Leave a name & phone number for the outlet to request additional products.
 - Keep a record of each outlet's primary contact information.
- Use social media/ads/radio to announce your sale and list outlets where people can find the products. A link with our 4-color product flyer can be found at HeidiHoNuts.com.
- Assign a person(s) to distribute cases of products to members (**cases only**).
 - If a member wants less than a case, they can get products from another member and pay the selling price. Distributing in full cases can avoid unnecessary confusion.
 - Develop a system of using a duplicate receipt book or spreadsheet to track distribution.
 - Have the member sign upon receipt, as they will be responsible for them.
- Assign a person to collect money from members.
 - Members should turn in their checks/cash weekly in an envelope marked with their name and total amount. Emphasize the importance of submitting sales weekly.
 - A signed receipt should be given to the member after the amount is verified.
 - Having members initial each check can be a method to track insufficient funds.
 - Immediately transfer funds collected to the treasurer and deposit in the club's account.

Your sales should increase yearly if you follow the above format!