

Total College Solution Fundraiser Marketing Plan

Follow these simple steps and build a **great fundraiser**, potentially netting your group **thousands with little work!**

Advisor/Instructor: Assign group members for each of the following tasks/duties for the duration of this fundraiser.

Inventory Coordinator

Name of Group Member _____

1. _____ Give each student member a flyer/order form and an agreed upon amount of DVDs.
 - i. Flyers and Order forms can be printed from our web site:
http://collegeoptionsfoundation.net/fundraiser_cd.html
2. _____ Record the number of DVDs with the name of the member on any form of tracking document... Keep track!
3. _____ Provide each member with the cost of each DVD and an “organization name, or person to make the checks out to (this is normally the student organization or leader’s name)
4. _____ Collect sales money (check or cash) from each member every other day or so. Make sure that the amount of money is equal to the amount owed. Keep a running tally of DVDs sold vs. funds collected (record as you receive them).
5. _____ At the end of the fundraiser send check to College Options Foundation :
College Options Foundation
105 Crossbow Court
Peachtree City, Georgia 30269

Public Affairs Coordinator

Name of Group Member: _____

1. _____ Take 10 minutes and coordinate with your school office staff to make announcements about fundraiser for morning announcements.
 - a. Consider this as an example for you to use for your morning announcements or large school functions.
 - i. _____ Your school name Holds Total College Solution Fundraising Program. Your school name will be holding a Total College Solution DVD Fundraiser. This is a one-of-a-kind, educational fundraiser that will assist high school students in gaining a better understanding the college financing and admissions process through the “Complete Guide to College Financing and Admissions” DVD-Rom and aiding students in preparation for the ACT and SAT standardized tests. This Fundraiser will start on date and the last day to receive your DVD will be on date. Please contact students in the name of organization chapter at your high school name to start your journey to better understanding college!
2. _____ You should aim for placement in:
 - a. Weekly or periodic announcements provided to parents and students (email, special announcement letters, weekly/monthly newsletters etc...)
 - b. Place flyers in any and all correspondence going to prospective parents (grade reports, information reports, etc...)
2. _____ Contact local newspapers and Public Access TV and ask to run the following short ad to help your fundraiser:
 - a. You can use the announcement above as a news release as well.