

# College Success DVD Fundraiser Program

## 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 sets.
  - i. Flyers and Order forms are delivered with initial order and can also be printed from our web site: [http://collegeoptionsfoundation.net/fundraiser\\_cd.html](http://collegeoptionsfoundation.net/fundraiser_cd.html)
2. \_\_\_\_\_ Record the number of sets with the name of the member on any form of tracking document... Keep track!
3. \_\_\_\_\_ Provide each member with the cost of each set and a “organization name, or person to make the checks out to (this is normally the student organization or leaders 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 should. Keep a running tally of sets sold vs. funds collected (record as you receive them).
5. \_\_\_\_\_ At the end of the fundraiser send check to College Options Foundation at:  
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 College Success DVD Fundraiser.  
Your school name will be holding a College Success DVD Fundraiser. This is a one-of-a-kind, educational fundraiser that will assist high school students in 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 test.  
  
This Fundraiser will start on date and the last day to receive your two disc set 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. \_\_\_\_\_ Position flyers provided by College Options Foundation (or visit our website at [www.deca.collegeoptionsfoundation.net](http://www.deca.collegeoptionsfoundation.net) and print off the “flyer front”, which is the actual flyer) in key locations around campus/HS.
3. \_\_\_\_\_ 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.