



Oregon's Premiere Wellness Solution Provider

How to make your Fundraiser a Success!

International Fitness Fundraisers are a great opportunity for local schools, churches, non-profit organizations and those with medical problems to raise money. It is our hope, that through our partnership, you are able to raise thousands of dollars and achieve your financial goal.

Below are some helpful tips to help you get there:

1) Involve Everyone - Whatever your group or organization, you need to be sure that all of your members are excited about the opportunity. Your fundraiser can only be a success if you get your members, their families, friends and other community members to come in on the day of your fundraiser.

2) Create a Buzz - It's a proven fact that that less successful fundraisers will almost always have one thing in common: They fail to make a "big deal" out of their opportunity. It's not enough to set up the fundraiser and then hope people buy or everyone shows up. The organizers need to make the group members understand what a great opportunity they have for raising cash; how easy it can be; how important it is; and what the benefit will be for the organization. Get everyone excited about the opportunity, and make sure they are spreading the word.

3) Get the Word Out - Small groups often just contact the parents of the kids in the group, and depend on all of them showing up to generate a hundred dollars or so. Large groups, though, can reach larger populations with almost no limit to the donation. Some suggestions are; Social Media (Facebook, Instagram, Snapchat, etc), Contact school newsletters, Text and email, Contact Radio, TV stations and newspapers. *Remember: The more people you can contact the better your chances of raising hundreds, if not thousands, of dollars.*

4) Make it a Fun - What other reason can you provide for people to buy a Coupon Sheet or bring in a fundraiser flyer on your fundraising weekend? Once again, the very successful groups take it a step beyond. They solicit donations from area business and hold a raffle; they provide literature or sign boards celebrating the reason for the fundraiser; a choir might sing or a band playing for a crowd; a sports team could auction off items or sign jerseys; or maybe you will provide door prizes. The more reasons you can provide for attendance, the more successful your fundraiser will be.

5) Success Breeds Success - Challenge your organization to beat your previous fundraiser total; challenge another group at your school, or another church or any other group, to see how many Coupon sheets can be sold or who can bring in the most on a fundraiser night; work with another group or groups to help each other raise funds. In these times of budget cuts and defunding, a fundraiser at International Fitness can really help fill the gaps for many organizations, and partnering between groups can help everyone.

Get started today by contacting us to schedule your fundraiser.

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