

## On-Site FUNdraising Checklist

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Here are some tips and ideas to make your FUNdraising partnership with Phantasia's a success.

### 1. **Set a Goal**

The end objective should be very clear. Specify exactly where the proceeds will go. It will be more worthwhile to everyone involved if they know what specific needs their efforts, donations and funds are going to.

### 2. **Selecting a Date and Time**

Many of our current accounts invite Phantasia's twice a year, most commonly a spring and fall FUNdraising event, but some accounts choose to take advantage of any upcoming holiday season and schedule events near occasions such as Christmas, Valentine's Day, Mother's Day, and graduation. Employees' pay day is also an opportune time for hosting a sale.

We prefer a 2-day sale to give both day and night shift employees the opportunity to glance through the merchandise, especially if this is your first Phantasia's FUNdraising event.

For a two-day sale, we recommend a Monday/Tuesday or a Thursday/Friday schedule. This allows us Wednesday as a travel day, etc. 7:00am to 4:00pm are the preferred daily hours. **This allows for the night shift leaving** and the arrival of day shift, giving every employee an opportunity.

### 3. **Choosing a Location**

We are prepared to merchandise up to 30 6' or 8' tables, but we can accommodate smaller locations by scaling down set-up.

We recommend that you consider the lobby or cafeteria, if your location options are flexible. These areas provide more space for set-up and are easier for visitors to locate which results in better exposure, thus increased FUNdraising participation.

Please keep in mind that we will need a power supply for our lighting and some teams may request phone line access especially if credit card processing is involved.

Remember, any location you select, Phantasia's team members are professional, accommodating, respectful, and flexible. We share a common goal in hosting the most successful FUNdraising event possible.

### 4. **Get the word out**

Through word-of-mouth, flyers, newspaper and print ads, event calendars, the more people that know about your FUNdraising event, the better your chances of success. Let people know what the fundraiser is supporting and how their support can really help. Tell them more than once, repetition is key to any good fundraiser. Get started on your promotion early and you will be surprised how fast the interest grows as the date of the event nears.

## On-Site FUNdraising Checklist *Continued*

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### 5. **Preparing for our Arrival**

Once you have a confirmed schedule for your Phantasia FUNdraising event, we'll contact you to place your promotional materials order at no extra charge. Be prepared to provide:

- Date
- Hours
- Location
- Auxiliary sponsors

Also, if your sale includes payroll deduction, let us know.

We like to arrive between 2:00 and 4:00 on the day before the sale for setting up and ask that you have someone available to show us to our location, where to unload, and where to park. Set up takes between 3 and 4 hours depending on the size of the event. We appreciate it if you have the area free of furniture, chairs, and tables unless they are being used for set up. However, we are flexible when arranging items around stationary objects that cannot be moved. We require no volunteer help for set up or tear down and our well-rehearsed process runs very smoothly.

### 6. **During the Fundraising Event**

Sale hours are generally 7 am to 4 pm unless under special circumstances. Volunteers are welcome to help with the pay table and will receive a compensation of 2 pieces of jewelry per shift. Throughout the event we continually replenish the available stock on the table.

Our jewelry selections rotate and reflect the seasons and times, so our merchandise is always fresh and trendy. Our diverse inventory appeals to all ages, races, religions and genders. It's hard not to feel the excitement in the air as everyone pours over the jewelry in front of them. Shoppers will be amazed at the quality of our products and even more pleased at the \$5 price tag.

### 7. **End of event**

Always remember to thank everyone for participating, be it volunteers, customers or other supporters. It is very important to make everyone involved feel appreciated. If you have scheduled another upcoming fundraiser, be certain that you make everyone aware.