

Beary Thoughtful Fundraising Coordinator Instructions

1. **Launch your fundraising drive with a "pep-rally"**. Discuss the new program, why you selected it and why it is unique. Tell students the goal(s) of the fundraiser and indicate how many bears are needed to reach the goal(s).
2. **Distribute the fundraising kits (On a Friday - SUGGESTED)** so that your students have at least **three full weekends** to achieve their goals.
3. Encourage **EACH MEMBER** of your group to **show the materials to their parents, members of their family, friends, and people in the community. There is truly something for everyone in the catalog.** Also, suggest that in order to reach their goals they (or their parents, family members or friends) should present the catalog to **at least 25 people** and to sell **at the VERY least 15 bears (minimum)**.
4. **Review Incentives with participants.** Our incentive program rewards each participant with **1 free \$12.00 bear of their choice for every 15 bears sold.** They can choose **2 free \$12.00 bears or 1 free \$20.00 bear for every 30 bears sold.** This is a great way to motivate your group to achieve the set goals and rewards your participants at no cost to your group!
5. Send a letter or note home advising the parents and student to share the program with family, **friends, co-workers, and their community** (firefighters/police/etc.) and why you are conducting a fundraiser (share your goals). Thank them in advance for their past efforts and their participation in this program. Discuss in the letter the uniqueness of the program. Tell them to direct distant friends and relatives to our website www.bearythoughtful.com so they may view all the bears.
6. Let everyone know that these **make great GIFTS** (make suggestions "Buy now" for Mother's Day, Easter, Birthday's, etc. - whatever event is happening within the next 90 to 120 days).
7. Schedule a **"check-in" date** for one week after the sale starts, and **remind the students of the end date**, the goals of the fundraiser, and the selling tips. Use the school's PA system or address them during lunch or other group activity.
8. Beary Thoughtful should receive your order **no later than 7 days after your end date.** **IMPORTANT:** All Fall fundraisers received **after March 28 with delivery required before Easter** vacation may not be sorted by student (We will provide free drawstring bags so you can sort the orders more easily).
9. **Have all individual checks made out to your organization.** You will be sending just one check to Beary Thoughtful, LLC.

Thanks for Choosing Beary Thoughtful™ Fundraising!