



SYRACUSE CULTURAL WORKERS

PO Box 6367 Syracuse, NY 13217 USA
315.474.1132 SyracuseCulturalWorkers.com
FAX 315.234.0930

Andy Mager Sales Manager x 102
andy@SyracuseCulturalWorkers.com

TEN EASY STEPS TO FUNDRAISING SUCCESS

1. **Identify a sales coordinator.** Plan a timeline for your sales drive.
2. **Recruit and train salespeople.** Remind them of your organization's important work and the value of offering these products teaching about and promoting values of peace, social justice, environmental sustainability and more.
3. **Distribute Catalogs and Order Forms.** Encourage salespeople to approach and share the catalogs with their family, neighbors, co-workers, fellow students, fellow worshippers, etc. Remind them that there are many additional products on our website.
4. **Go out and sell!** Provide encouragement and support to the folks who are doing the selling. Occasional reminder emails, texts or phone calls are helpful for people who need some assistance getting past their shyness or getting the selling closer to the top of their agenda.
5. **Collect orders and payment.** Have checks made payable to your group so you get the funds right away.
6. **Sales coordinator combines orders** onto the Fundraising Tally Sheet and then summarizes that information on the Coordinator's Final Cost Sheet (back of this page) to determine your share and how much you owe SCW.
7. **Send the completed Coordinator's Final Cost Sheet, Fundraising Tally Sheet and payment** to us (check, money order, payable to SCW, Mastercard/Visa/Discover - no cash!). Be sure to keep copies for yourself!
8. **We ship your order within 48 hours** unless other arrangements are made. We are speedy, accurate and proud of our good customer service.
9. **You receive your order**, double-check what you receive against your Fundraising Tally Sheet. Please let us know right away if there are any discrepancies and we'll work with you to make it right.
10. **Distribute products** to customers.