**FUNDRAISER KICK OFF OUTLINE**

**1. Explain what the fundraiser is for** – are there specific expenses you are covering?  Do you need to raise a certain amount of money to cover those expenses? Tell them!  It’s important they understand why you are asking them to participate.

**2. Explain how orders can be taken** – they can use the paper order form in their packet OR sell online by getting registered and then texting or emailing supporters who can pay with a credit card (no in person contact needed).

- This is where you can make it interactive and get your sale kicked off immediately!  Have students follow the instructions on the parent letter to get registered right then.  Even better, ask them to text/email 5 or 10 customers from the store, you could have sales before the class period/practice is even over!

**3. Tell them about the incentives they can earn!**