



FRESH TO YOU FUNDRAISER

SCHOOL FRUIT
AND VEGETABLE
NUTRITIONAL
PROGRAM

Best Practices

Here are some ways you can coach children who are making fundraising calls.

- Discuss with your child why they are participating in the fundraiser. Include what they are raising funds for.
- Make a list with your child of friends and family who may want to participate in the fundraiser. Include their e-mail or phone number – whichever way your child will be contacting them.
- Have the Fresh To You Order Sheet available.
- Decide with your child how they will collect payments for the orders and turn them into the school. Remember that payments must be received by your school by the deadline.
- Have your child contact potential participants.
 - If making phone calls, encourage your child to speak clearly and politely. Have them start the call by saying their name, and asking to speak to the person you think may be interested.
 - If e-mailing, include a clear subject line (e.g. Participate in the Fresh to You Fundraiser and help me raise funds for my school!).
 - Include what bundles are available, and for what cost.
 - Include the date orders and payment must be returned to the school.
 - If the person declines to participate, have your child thank them for their time and consideration.

Sample Script

1. “Hi this is Olivia Smith. May I please speak to Laura?”
“Hi Laura, this is Olivia Smith.” (assuming these are people well known to your child, expect a pause here for a quick conversation).

2. “I am in grade eight this year and at my high school, we are raising money for our school’s band trip to Victoria.”
“To help raise funds we are participating in a new fundraiser at school, which is selling healthy bundles of fresh BC fruits and veggies at a great deal. The bundles even come with recipes and cooking tips. Some of the items include _____
_____. Would you like to buy a bundle?”

Details:

- “If you buy a \$_____ bundle, you get a _____”
- “If you buy the \$_____ pack, you get a _____”
- “The school makes 40% of how much we sell”
- “We will be getting our delivery between _____ – as soon as we know our exact date, we’ll let you know when you can expect your bundle to arrive.”
(Arrange to collect payment, fill out the fundraising order form, and add to your growing pile!)
- “Thank-you!”

