

## Hoffman Helping Hands Carwash Fundraiser

One of the great things about this fundraiser is that we get 50% of the ticket sales.

There are two ways to sell the tickets: Door-to-door and/or Online.

- For online Sales, Chairperson needs to create and build Fundraiser web page. Go to: <http://www.hoffmanhelpinghands.com/register.cfm>. You may be able to use the previous site by creating a new campaign. Contact previous Chairperson to login and create the new campaign.

Online sales are nice. People go to the Fundraiser site whenever they want, purchase their tickets and have them delivered to their email address. They can then be printed out and used right away. For the Chairperson, they can see who made the purchase and in what rowers' name the purchase was made for. People may contact you throughout the fundraiser, asking how much was purchased in their rowers' name. Only the chairperson has the ability to view this info, so you will need to respond to them. One thing to note, w/the online sales where the fundraiser extends over multiple months, Hoffman's will issue checks every month for our share of the online sales. So, people need to be aware and lookout for the check.

- For Door-to-door sales, order forms can distributed by email and printed from the website.

Determine sales goals per family/rower. We used:

- \$100 for a 1 rower family, (Buyout price, \$75)
- \$150 for a 2 rower family, (Buyout price, \$100)
- \$175 for a 3 or more rower family, (Buyout price, \$125)

For rowers who don't reach their sales goal, partial buyouts will be as follows.

**(Buyout price from above) minus (1/2 of total sales)**

(There was talk about changing the partial buyouts to:

(Goal Amount - Amount Sold) divided by 2 + Amount Sold)

This should be discussed w/the Fundraising Committee Chairperson/Board Member

Create a spreadsheet listing all the rowers and parents. As order forms and payments come in, (whether their online or door-to-door sales) record the type of service ordered and amount of money received. At the end of the fundraiser, you give the spreadsheet, along with all the money collected, to the Treasurer. For those that didn't make a payment, it becomes the responsibility of the Treasurer to follow up with the family to get the buyout payment.

Need to determine how to collect order forms and payment. You can use the lockbox at the boathouse, but only a couple people have access to the lockbox. Need to ask the President and Treasurer for permission to use it. You would have to coordinate w/them to retrieve the payments. Can ask membership to give payments to your rower, but then you run the risk of it getting lost. Maybe suggest a separate lockbox setup at the boathouse for fundraising payments and only give the keys to the chairperson(s) running the fundraiser. That would make it easier for everyone, as you won't have to chase anyone down to get the order forms/payments.

Send reminder emails out to families throughout the fundraiser (about once a week, more often on the final week), reminding them of the fundraiser, the sales goals and deadline.

On the final day of the fundraiser, the website will close the fundraiser and not allow anyone else to purchase online. The Chairperson will still have access to the website after the fundraiser closes, to see how much was purchased in the rower's name.

After tallying the door-to-door sales for the number of exterior and full service washes, the Chairperson places a bulk order through the website for the tickets. You are then responsible for picking up the tickets and making the payment to Hoffman's. Payment can be made by check. Coordinate w/the Treasurer and President for the amount due, to get them to write the check and pickup of the check, so you can make your payment. Ticket pickup can be done at the main Hoffman Carwash/Jiffy Lube on Central Ave or you can request them to be delivered to a local Jiffy Lube.

After receiving the tickets, separate out the tickets based on the order forms received and place them in envelopes for the rowers. Determine dates/times to distribute the tickets and communicate to membership. A good place to do this is at the boathouse pavilion or at regattas...