

8 Steps for Fundraising Success

When you bring Equal Exchange Fundraising to your community, you are a leader of positive change. On behalf of the planet & our small farmer partners, we thank you for your dedication and determination to make the world better.

1. Inspire the Community

Share samples and information about Equal Exchange Fundraising with other parents, school administrators and teachers. Help them become excited about the impact they can have on the school, environment, and farming communities by fundraising with Equal Exchange's delicious and organic products.

Introduce The Equal Exchange Curriculum, "Win-Win Solutions," which is free and downloadable at www.equalexchange.coop/educationaltools.

2. Request materials

Call Equal Exchange Fundraising Representatives for catalogs, promotional materials & to talk about your fundraising goals and strategies. You can reach them at 774.776.7371 or fundraising@equalexchange.coop.

3. Determine logistics

Set dates for fundraiser, leaving slack for straggling order forms, and accounting for delivery time (Equal Exchange asks for 10 days).

Note: Shipping chocolate in temperatures above 70 degrees may incur additional fees for shipping and handling. Talk to your fundraising representative to learn more.

4. Promote Your Fundraiser

Let students, parents, and teachers know about the Equal Exchange Fundraiser with posters, a parent letter, newsletter, and press release in local newspapers. Templates can be found on our website under the "Organize Your Fundraiser" tab.

Seek out teachers or volunteers who can speak to students about small-scale farmers and the environments from which their food comes.

5. Collect & Tally Order Forms

An electronic Master Order Form may be downloaded from the Equal Exchange Fundraising website – click "Organize Your Fundraiser" and scroll down to "Ordering." This form will calculate your profit and how much is due to Equal Exchange.

6. Place Order

Read our helpful guide called "How to Place Your Order" under the "Organize Your Fundraiser" tab on our website.

7. Distribute

Pack and distribute orders with volunteers in a fun atmosphere. Find the packing guide with your order for a step by step guide to an efficient process.

8. Share with Friends

Great change happens by connecting our communities with the tools to make a difference. Who do you know that can continue this work to make our world better?