



Meadow Farms Fundraising

700 Silver Street • Agawam, MA 01001 • 1-800-886-7895

www.meadowfarms.com • info@meadowfarms.com

"helping our youth in fundraising"

CHAIRPERSON MANUAL

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Dear Chairperson,

Thank you for choosing Meadow Farms Fundraising! We appreciate the opportunity to partner with you for your fundraiser. To assist in making your experience more successful, we have prepared this Chairperson Manual. This manual contains a checklist filled with valuable information that will help save you time & effort, as well as assist in answering common questions you may have.

As the fundraising chairperson, you set the tone for your event! Communicating the needs of your organization to teachers, parents and students is crucial to your fundraiser's success. Be sure everyone is fully aware of the importance of the fundraiser and the goals you are working to achieve. Teachers, especially, can be instrumental in the success of your campaign. It is a proven fact that the more you communicate and involve others with the sale, the better your results will be.

Please read the manual carefully to help make your role easy and fun. Feel free to call with any questions, as we are happy to help! We look forward to working with you.

Best Regards,

Meadow Farms Fundraising

P: (800) 886-7895

F: (413) 786-1823

www.meadowfarms.com

www.facebook.com/meadowfarmsfundraising

customerservice@meadowfarms.com

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IDEAS TO INCREASE PARTICIPATION AND PROFIT

Introduce the fundraiser as a “Schoolwide Event/Appeal”

- Create a call to action by identifying why you are conducting the fundraiser. Let as many people know what the proceeds raised will be used for.
- Inform staff at PD meetings of the importance of fundraising and elicit their help in promoting the sale in their classrooms.
- Advertise the fundraiser on the school calendar and on message boards inside or outside the school.
- Use the phone master to notify parents the first day the fundraising sale begins.
- Make intercom announcements during the day (if applicable, see **AM/PM Announcement** letter) even in the cafeteria before serving lunch.
- Use raffle prizes as additional incentives. Enter top sellers or students who turn in their envelopes on time for a chance to win.
- As the principal, offer an ice cream social for students who sell over \$20 worth of merchandise.
- Hang up posters provided by Meadow Farms in your school to promote the fundraiser.

IDEAS TO REWARD YOUR SELLERS

Incentives increase sales! The following are some suggestions for additional incentives to promote school enthusiasm and gain higher student participation.

Student Rewards:

- Raffle or Prize Wheel
- Limousine Ride to a Special Lunch
- No Homework Pass
- Gift Certificates, for:
 - School Store / Book Store / Movies / iTunes / Amazon

Teacher Rewards:

- Gift Certificate or Other Thank You Gift
- Items From The Classroom Wishlist

Classroom Rewards:

- Ice Cream, Pizza Party, Donut Day
- Classroom Magazine Subscription
- Class Trip
- Make Over Your Teacher Day

School Rewards:

- Raffle or Prize Wheel
- Cultural Program - Visit an author, musician or artist
- Fun Event - See a Circus, Magician or Sports Performer
- NUT Day – No Uniform Today!
- Special Lunch
- Principal or Vice Principal Challenge

Team Rewards:

- Crazy Outfit Practice Day
- After Game Ice Cream Treat
- Coach Challenge



Meadow Farms Fundraising

STEP BY STEP CHECKLIST

Planning and Organizing your Fundraiser

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STEP BY STEP CHECKLIST

Pre-Sale: Before Your Fundraiser Begins

- Take care to review the documents the Meadow Farms Fundraising office emails you prior to your sale start date. It is the responsibility of the Chairperson to review the Reservation Agreement Account Detail for accuracy and notify the Meadow Farms Fundraising office of any discrepancies as soon as possible.

- Send the **Pre-Sale Announcement Notice** home to introduce your Meadow Farms fundraiser to families.

- Update your school/organization's website with fundraising information and sale dates. Set up a link to www.meadowfarms.com.

- Make copies of your Parent Letter, provided by Meadow Farms Fundraising, to hand out at the same time fundraising packets are distributed.

- Seller fundraising packets will arrive at the school/organization before your sale begins. They will arrive collated and banded in groups of 20 for easy distribution.

- You will find an envelope (Chairperson Packet) containing extra order forms, posters, the Chairperson Login Letter for online support, a Tally Cover Sheet with instructions on the back, and a pre-addressed envelope for mailing in your paper orders.

Use the Chairperson Login on www.meadowfarms.com to access helpful forms, reports and other info on your Chairperson Dashboard!

FUNDRAISER COMING SOON!



Soon you will receive a fundraising packet featuring *Meadow Farms Fundraising*. This fundraiser supports many of the enrichment programs provided to children throughout the school year. **We need your participation!** With your help and support we can make this our most successful campaign ever!

THANK YOU IN ADVANCE FOR YOUR SUPPORT!

OUR FUNDRAISER BEGINS: ____ / ____

FUNDRAISER COMING SOON!



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THANK YOU IN ADVANCE FOR YOUR SUPPORT!

OUR FUNDRAISER BEGINS: ____ / ____

STEP BY STEP CHECKLIST

Kick-Off and During the Sale:

- Distribute fundraising packets with your parent letters to sellers. Packets are banded in groups of 20 for easier distribution. Make copies of the enclosed **Thank You Note** to teachers. Attach one to each group of classroom packets to thank the teachers for their help in distributing and collecting the fundraising materials. Extra packets are to be returned to the school/organization office for sellers who need additional materials. You may need these to have enough for all classrooms.
- Generate excitement by having a Kick-Off assembly. Contact your Meadow Farms Fundraising consultant for assistance. We offer a Kick-Off that explains the fundraiser, presents a variety of prize samples and stresses the importance of safe selling – all while energizing the sellers!
- Enlist the help of the administration and teachers/coaches to make announcements about the importance of the fundraiser. You could make daily reminders over the PA system and have teachers plug the program on Mondays and Fridays so it is fresh in the sellers' minds.
- Make copies and send home the **Fundraising Reminder Notice** partway through the fundraiser.
- Request teachers/coaches to collect their sellers' order forms and drop them off at a designated collection point. Take care to stress the importance of timely collection.
- If your school is extending their sale date, make copies of the **Extending Sale Date** letter letting parents know the sale date is being extended and when to turn in their fundraising orders.
- Use your Chairperson Dashboard to access real time reports on sellers' online fundraising activity for your school/organization, or to send reminder emails to all registered sellers.



TEACHERS, WE NEED YOUR HELP

Thank you in advance for your support of our Meadow Farms Fundraiser!
We know you are very busy, but we do need your help in distributing packets and notices, as well as collecting order envelopes. Please pass one of the enclosed packets to each student on _____/_____.

Your help and enthusiasm are crucial to the success of our campaign.
Your assistance is greatly appreciated!



TEACHERS, WE NEED YOUR HELP

Thank you in advance for your support of our Meadow Farms Fundraiser!
We know you are very busy, but we do need your help in distributing packets and notices, as well as collecting order envelopes. Please pass one of the enclosed packets to each student on _____/_____.

Your help and enthusiasm are crucial to the success of our campaign.
Your assistance is greatly appreciated!





Meadow Farms Fundraising

REMINDER

- Orders are due by: _____
- Checks are payable to: _____
- Return both copies (white & pink) of your Order Form and money in your Collection Envelope.
- The white copy of your Order Form will be returned to you with your order. You will need it to distribute your deliveries!

Thank you for your participation!



Meadow Farms Fundraising

REMINDER

- Orders are due by: _____
- Checks are payable to: _____
- Return both copies (white & pink) of your Order Form and money in your Collection Envelope.
- The white copy of your Order Form will be returned to you with your order. You will need it to distribute your deliveries!

Thank you for your participation!



Meadow Farms Fundraising

EXTENDING SALE DATES

Dear Parents,

We are extending our Fall Fundraiser. Please remember that this sale is important for our children. **Any purchase that you make, big or small, will make an impact on our school.** Please review the City Edition catalog we sent home with your child. If you need another catalog, please contact the school.

Orders are due by: _____

Thank you for your participation!



Meadow Farms Fundraising

EXTENDING SALE DATES

Dear Parents,

We are extending our Fall Fundraiser. Please remember that this sale is important for our children. **Any purchase that you make, big or small, will make an impact on our school.** Please review the City Edition catalog we sent home with your child. If you need another catalog, please contact the school.

Orders are due by: _____

Thank you for your participation!

STEP BY STEP CHECKLIST

At the End of the Sale:

- ❑ Take the time to review each order form received for legibility – if you can't read it, neither can we!
- ❑ Verify that the Grand Total written on the seller's order form or envelope equals the total amount of cash/checks turned in to you. The **Pre-Pay Record** is a helpful document to keep track of each seller and the dollar amount collected.
- ❑ Be sure all checks collected are made payable to the school/organization. You will need to deposit these into the bank account for your school/organization. Do not send Meadow Farms Fundraising your collections.
- ❑ Separate each seller's two part order form. The white copies should be grouped by teacher and attached to the **Batch Header Sheets** (If you choose not to use the Batch Header Sheets, reports and delivery will come alphabetical by seller's last name.) Keep the carbon copy for your own future reference if needed. Send the white copies to Meadow Farms Fundraising for processing. They will be returned with the seller's order, stapled to the pack slip, and inserted into their delivery box/bag.
- ❑ Meadow Farms Fundraising will process your orders upon receipt. As soon as we have processed, we will email you the following reports:
 1. **Invoice:** Lists the amount due from the school/organization. This does not show profits earned.
 2. **Homeroom Report:** A detailed listing of all sellers' paper orders, sorted alphabetically or by teacher if you have provided the Batch Header Sheets with your paper tally.
 3. **Top Sellers Alphabetically:** Lists all sellers alphabetically
 4. **Order Variance:** Lists seller orders that have cash discrepancies. A variance shows the difference between the Meadow Farms Fundraising's computer generated order total, and the total listed physically on the seller's paper order form as either an underpaid or overpaid amount. Please note that if the Grand Total field on the paper order form has not been filled in, then the entire amount of the order will show as an underpaid amount. This can be avoided by verifying that a Grand Total has been written on the seller's order form.

- ❑ **Corrections and Late Orders are processed differently.**
Please use your discretion when submitting late orders.
Please use the **Chairperson Correction Form** for correction orders. We recommend waiting at least a week before sending in the Chairperson Correction Form, to give sellers/parents adequate time to check their product delivery for accuracy and reach out to you with their information. Directions for the form, including codes, are listed on the bottom of the page. We are available by phone or email if you have any questions.

- ❑ **Online Sales Reports:** Please use the Chairperson Login provided in your Chairperson Packet to access various reports for your online sales right on our website: www.meadowfarms.com.

Late and Correction orders can be mailed to 700 Silver St, Agawam, MA 01001; emailed to customerservice@meadowfarms.com or faxed to (413) 786-1823.

BATCH HEADER

SCHOOL: _____

TEACHER: _____

GRADE: _____

ROOM NUMBER: _____

PLEASE SORT ALL SELLERS' ORDER FORMS BY TEACHER/HOMEROOM AND ATTACH TO THIS HEADER SHEET.
(WHITE COPY ONLY)

****NOTE****

IF YOU CHOOSE NOT TO USE THE BATCH HEADER SHEETS, END-OF-SALE REPORTS AND DELIVERY WILL BE ALPHABETICAL BY SELLER'S LAST NAME, AND NOT IDENTIFIED BY TEACHER.

BATCH HEADER

SCHOOL: _____

TEACHER: _____

GRADE: _____

ROOM NUMBER: _____

PLEASE SORT ALL SELLER'S ORDER FORMS BY TEACHER/HOMEROOM AND ATTACH TO THIS HEADER SHEET.
(WHITE COPY ONLY)

****NOTE****

IF YOU CHOOSE NOT TO USE THE BATCH HEADER SHEETS, END-OF-SALE REPORTS AND DELIVERY WILL BE ALPHABETICAL BY SELLER'S LAST NAME, AND NOT IDENTIFIED BY TEACHER.

STEP BY STEP CHECKLIST

Delivery, Payment and Distribution of your orders:

- ❑ Within approximately two to three weeks of receiving your paper orders our Routing Department will contact you to schedule a date and time frame for delivery. Our drivers do their best to be timely, but please allow for a 1-3 hour window for delivery. We recommend you arrange a pre-determined location for product setup and distribution.
- ❑ You will receive a delivery confirmation via email including the date, time frame and amount due. Payment must be remitted to Meadow Farms Fundraising before delivery. Payment can be by check or made via credit card. Credit card payments incur an additional 3% processing fee. Checks from your school/organization should be made payable to Meadow Farms Fundraising.
- ❑ Contact volunteers to help when the delivery truck arrives and to hand out deliveries to sellers/parents.
- ❑ We recommend distributing the **Orders Are Arriving Notice** to inform sellers/parents when and where to pick up their order. Remember to make a list of any orders that need to be help back for money due to your school/organization. You may want to also make use of the **Underpay Notice** at this time.
- ❑ If you choose not to use the **Orders Are Arriving Notice**, remind sellers/parents to check their order and notify you of any corrections within 72 hours of when the order was picked up.
- ❑ Any merchandise for exchange or credit must be turned in to the school. All returns of product for credit must be made within 30 days of your delivery date.

**THANK YOU FOR ALLOWING US THE OPPORTUNITY TO WORK WITH YOU
AND YOUR ORGANIZATION!**

Meadow Farms Fundraising

ORDERS ARE ARRIVING! PLEASE PICK UP AT:

WHERE: _____

WHEN: _____

TIME: _____

Please check your order promptly and thoroughly. Any corrections to your order should be reported within 48 hours from receipt. If you have any problems, please fill out the form within your merchandise box/bag and submit it to:

NAME: _____

PHONE: _____

EMAIL: _____

THANK YOU FOR YOUR SUPPORT!

Meadow Farms Fundraising

ORDERS ARE ARRIVING! PLEASE PICK UP AT:

WHERE: _____

WHEN: _____

TIME: _____

Please check your order promptly and thoroughly. Any corrections to your order should be reported within 48 hours from receipt. If you have any problems, please fill out the form within your merchandise box/bag and submit it to:

NAME: _____

PHONE: _____

EMAIL: _____

THANK YOU FOR YOUR SUPPORT!

UNDERPAY NOTICE

STUDENT: _____

GRADE: _____

TEACHER/ROOM: _____

Dear Parent or Guardian,

Thank you for your participation in our fundraiser. However, we need to resolve the following in order to process your order:

UNDERPAY:

Your fundraising total is \$ _____, but the money turned in totals \$_____.

Please send the difference of \$ _____, and this notice to the school office tomorrow.

NOTES:

Please make checks payable to: _____

Signature: _____ Date: _____



Meadow Farms Fundraising

ADDITIONAL MATERIALS

AM/PM ANNOUNCEMENTS

Please include this in your AM/PM announcements every day.

Thank you!

Students: don't forget to support our fundraiser! Remember to show your parents the "City Edition" brochure. You can win fabulous prizes! Please ask your parents to show the brochure to family and friends or purchase one item for themselves. If every family buys at least one item, our school will profit thousands of dollars to spend on our education! Teachers please continue to promote the fundraiser in your classroom.

“MEET THE TEACHER NIGHT”

Talking Points

1. Your fundraising Chairperson Manual can provide you with a presale letter to make parents aware that there will be a fundraiser. If you are able to hand the presale letters out at “Meet the Teacher Night”, it would really help spread the word.
2. Stress the importance of the fundraiser and what the proceeds will be used for. Refer to it as a schoolwide event/appeal.
3. Have a brochure and prize flyer on hand to show parents. Alert them of the dates your fundraiser is beginning and ending.
4. The prize program contains quality, cutting edge prizes which will appeal to both parents and children, such as Bluetooth technology, Apple TV, Amazon gift cards and more!
5. Suggest to parents that if every family purchased one item, the school would profit thousands of dollars for student’s education.
6. Mention the cookie dough with home delivery. It has been a very popular item. The kitchen products are also very popular.
7. All this can be done within a two-minute span. Getting the word out to your parents has now become an essential component for a successful fundraiser. There is no better time than “Meet the Teacher Night”!

Good Luck and Thank you for your support in our fundraiser!