

**HR Poppin' Snacks  
807 Front Street  
Gibbon, NE 68840  
Toll Free (866) 263-4740**

## **6 KEYS TO A SUCCESSFUL FUNDRAISER**

### **1. SET FUNDRAISING GOALS & GET APPROVAL**

- **Get approval to hold your fund raising sale and pick the dates which allow you maximum exposure to sell. From many years of experience, we recommend you sell for 2-3 weeks. This will allow you to deliver products quickly to your customers.**
- **Benefits of HR Poppin Snacks Popcorn Fund Raiser include:**
  - **Excellent selection, 14 gourmet flavors**
  - **Excellent taste, healthy snack, and made fresh when ordered**
  - **Simple process for determining profit margin**
  - **Flexible, convenient access to all forms on website**
- **Designate who will be the fundraising chairperson or chair people.**
- **Set financial goals and the specific reasons for your fundraiser so participants will be motivated to achieve them.**

### **2. CALL TO SCHEDULE YOUR FUNDRAISER**

- **Call (866) 263-4740 to be assigned a fund raising specialist who will be available to assist throughout the process. Our fund raising specialists are very knowledgeable and can help with any questions that arise.**
- **FREE product samples are available for the kickoff meeting. Please let the fund raising specialist know how many people will be at the kickoff, and product samples will be sent.**
- **HR Poppin' Snacks has Seasonal and Holiday flavors available, but they are only available during certain times during the year. To include Seasonal and Holiday flavors, please talk with fund raising specialist or visit the seasonal favorites page on our website.**
- **All the materials necessary are available on the website.**

### **3. ORGANIZE YOUR SALE**

- **Advertise and promote your sale. Enlist volunteers to help organize forms and sellers.**
- **Be sure to make copies of the letter to the parents (if applicable). You can use the parents letter provided or change parts of it to customize one for your organization.**
- **Promote your sale during morning announcements, school events, or your organization's newsletter. You might also send a letter to your local newspaper or radio stations to help advertise your sale.**

### **4. START YOUR SALE**

- **Hold a kickoff meeting with your group. Give each seller a sales packet including a parents letter (if applicable), color product flyer and 2 order forms to start (let them know who to ask if more order forms are needed).**
- **Encourage participants to sell to family, friends, and parents' coworkers; never sell to strangers door-to-door.**
- **Stress to your sellers the date the order forms and money are due.**

- Remind sellers to fill out the order forms neatly.
- Have all personal checks payable to your organization, not to HR Poppin' Snacks.

#### **5. SEND IN YOUR ORDER**

- There are only two things necessary when sending in your group's order: the "Master Order Form" and a group check. Please keep the individual sellers order forms as you will need these to distribute orders to each seller when the product is delivered.

##### **MASTER ORDER FORM**

- Follow the directions carefully reading the explanations at the bottom of the form. Please call the fund raising specialist with any questions. Additional forms are available from the website.

##### **GROUP CHECK**

- Keep the group's profit calculated on the Master Order Form, sending the total amount due to HR Poppin' Snacks in the form of a money order, cashier's check or organization check. An official school purchase order may also be used, and payment made after the order is delivered. Master Card and Visa is also accepted.

#### **6. HAND OUT YOUR ORDERS & PUT YOUR PROFITS TO GOOD USE!!!**

- All orders will be delivered via UPS within 10 business days after receipt at HR Poppin' Snacks. A complete statement detailing the entire fundraiser will be included in the 1st box.
- Enjoy your HR Poppin' Snacks products and put your profits to good use!!!