

A young girl with long brown hair, wearing a red short-sleeved shirt, is smiling broadly while sitting at a desk and coloring a picture. She is holding a yellow marker. The background is a blurred classroom setting with bookshelves.

7 Tips for Choosing The Right School Fundraiser!

In today's environment, taking the time to evaluate and decide what type or how many fundraisers to run this year is more challenging than ever before. Following are three things to consider, and seven tips to assist you in making the fundraising choice that is right for your school or organization.



Some things to consider:

How much time do you have?

In the current environment, teachers, parents, and administrators are dealing with ever changing issues and challenges they have never encountered before. This leaves little time to spend researching, planning and executing their annual fundraisers.

Therefore, it is important to find a company with programs that are easy to administer, and who are set up to provide you with everything you need to get up and running quickly. This way will enable you to reduce your time investment while maximizing your return.

What kind of fundraiser will get the most engagement?

Amid a sea of fundraising choices, many schools, community and religious Organizations increasingly turn to programs that feature unique approaches, products, and ideas.

Schools often incorporate these programs into their curriculum, providing a learning/student focused component. This approach goes beyond the typical fundraiser model, deepening the participation and overall engagement in the process.

Help: Who 'Ya Gonna Call?

Proper support and management of the process can make or break a fundraising program. Engaging with an experienced Account Manager can reduce your stress and ensure success by removing much of the burden of running the program.



"We have been doing this program for the last three years at my school and are highly impressed with how organized Original Works is and how amazing their products are!"

- Christopher



7 Tips for Choosing The Right School Fundraiser

1. Simplicity

Keeping it simple – particularly in the first part of the school year – can be key; complex administrative tasks or chaos in creative planning and fundraising management can stall any fundraising plan. Designate a fundraising team with each member responsible for specific tasks clearly outlined in writing.

2. Participation

How much engagement can students and the school community provide? Look for a program that is focused on what matters to your prospective participants: parents, grandparents and community. Fundraising programs where students take an active role and family involvement is high, are more successful, fun and profitable.

3. Budget

Be clear about what your budget is for setting up and running a fundraiser. Fundraisers with low or no start-up costs allow you to keep more of the money you earn, and may be easier to obtain approval. Setting a budget up front also helps to maintain the momentum as you progress, and alleviate any stress.

4. Profit

Understand up front what percentage you will receive and any costs associated. The right fundraising company will balance smart, cost-effective ways to maximize profits, while minimizing work for staff and parents, and delivering a high quality overall experience.

“We have bought from Original Works quite a few times over the years. The selection of items is outstanding! Original Works is an outstanding company! Keep up the good work!”

- Darsi & Skylar

5. The Best Solution For You

With so many schools and organizations competing for funding dollars, the fundraising product and program you select can make or break your fundraising. With door-to-door fundraising no longer an option, different or unique items that best fit your donor demographic are better received by a fundraising-weary community. In addition, many companies offer features such as online ordering and home delivery, which can improve the fundraising experience while reducing the overall work.

6. Choose Carefully

Spend time up front making sure what you receive from your fundraiser is in proportion to the time you need to invest. What is the program turn-around time? What is included? What references can they provide you? Visit their website and social media sites, and look for reviews from past customers.

7. Fundraiser Support

When you're shopping for a fundraising program, it's important to ask questions about the type of support they provide. Will they work directly with you to manage the program? Will they bring their products to present to your school groups? Will they provide you with 1:1 access to a customer service representative?



Student Benefits

Fundraisers aren't just about funds, but also provide an opportunity for kids to learn about giving back and the benefits of philanthropy. Choosing a program where they are invested in the process brings added value in the form of character development, creativity, leadership skills and much more. Even the youngest students benefit from inclusion and involvement in a fundraising program.

School fundraisers provide valuable dollars for many needs in districts across the country. Whether on a grade-level basis or school-wide, the recent crisis has only increased the urgency for schools to find alternative ways to make ends meet.

Here at Original Works we are happy to present options to teachers, administrators and parents who are actively exploring safe, easy, and profitable school fundraising alternatives.

Feel free to contact us today to learn more about the solutions our programs can offer to your school or organization. Call (518) 584-9278 or email owyhq@originalworks.com.



Ready to make money
for your school?