

What can a fundraising coordinator expect to do from booking a fundraiser to closing it out?

1. Collaborate with your group to set the campaign start, finish, and order pickup dates.
2. Marketing: You will be responsible for organizing your group's marketing efforts. Successful fundraisers often rely on effective communication to get their message out. This can include sending a direct email to supporters with a link to the fundraiser, explaining what you are fundraising for and why it matters, and highlighting the benefits of the fundraiser (such as supporting a good cause and obtaining meals that save prep time). We recommend sending out four dedicated emails over the course of the 2.5-week campaign, and utilizing social media as much as possible. We will provide you with images and other materials to help with your marketing efforts.
3. Coordinating delivery/pick-up day: This includes selecting and securing a pickup location, sending a pickup notification email to those who have placed orders, and arranging for tables and volunteers. The number of tables and volunteers needed will depend on the number of orders, but most fundraisers typically require 2 to 4 of each.