



Whittaker's
SINCE 1896

- ✦ **Better Profit**
- ✦ **Better Service**
- ✦ **Better Support**

Tips for a Successful Whittaker's Chocolate Fundraiser

From schools to sports clubs, whatever organisation you're fundraising for, we can provide the specialist knowledge to make your fundraiser drive a success.

Here are some general fundraising tips to help you.

- **Plan**

- ✓ Let members and supporters know what you're fundraising for in advance, for example, sports equipment, computers etc. and how much money you are looking to raise – **advertise your goal!**
- ✓ Ask them to assist by selling and collecting funds and give them advice on how and who they can sell chocolate to – sports fields|clubs |Mum and Dad at work | family | church | door knocking etc. If they are door knocking, make sure they wear their uniform and speak in a clear and loud voice:
"Can you please help me by buying a bar of chocolate to support my school|club".
Remember to take change – this makes it easier for the purchaser – **our \$2 sell price makes it so easy!**
- ✓ Remind them they are fundraising for their school|club – NOT selling chocolate.

- **Our Product**

Whittaker's Chocolate bars are the perfect snack-sized treat that people trust and love. We have a sensational line-up of top sellers - *which makes selling that much easier ...*

Creamy Milk - Fruit & Nut – White - Berry & Biscuit - Toffee Milk - 50% Dark

- **Keep Accurate Records**

To help run your fundraising drive, you can download a tally sheet right here: [Tally Sheet.xls](#)

This will help you to see who the keen sellers are - **re-issue any unsold product to those who are selling fast!**

- **Reward and Remind**

Throughout your fundraising campaign, politely remind and encourage everyone to keep selling, reach targets and return money or fundraising packs on time.

Publicly thank those doing well and recognise high achievers by giving away prizes or presenting certificates.

- **Call a Fundraising Expert**

For more detailed tips and information on making your Whittaker's chocolate fundraiser a success, call one of our experienced House of Fundraising consultants on 0800 806 542.

Call FREE 0800 806 542

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✦ **Better Experience** ✦