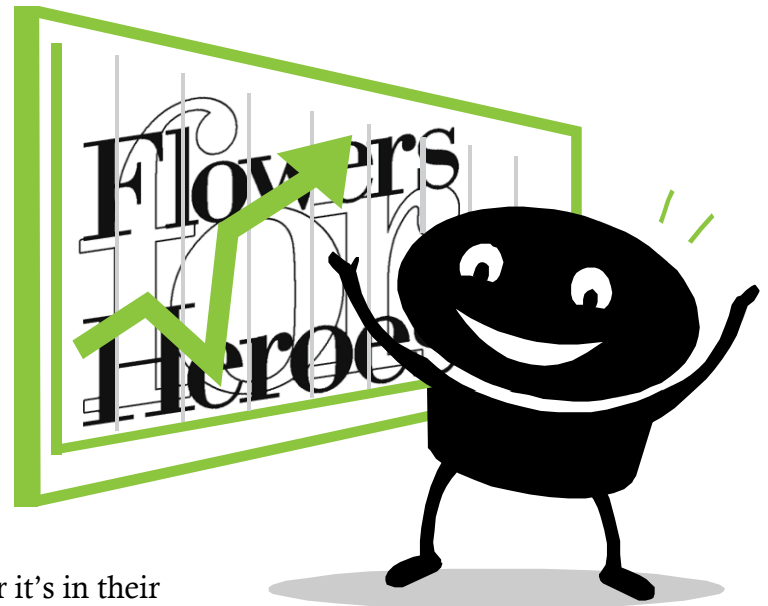


Checklist for Success!

Use these simple tips to help increase your sales and raise the money your organization needs. **Please let your fundraising chairperson know if you need any additional order forms.**

- Communicate the Purpose** of fundraising with Flowers for Heroes. Group members will gladly work hard to pay for new equipment, traveling, or special events. If you simply say that you are fundraising to raise money for general organizational purposes, the results might not be as high as you would like.
- Spread the Flowers for Heroes Mission** as you interact with friends, family, and other potential customers. It is important that we support the sacrifices our fallen heroes have made to protect the freedom of this great nation. Tell them to visit www.FlowersforHeroes.org for more information.
- Use the Color Brochure** to grab the attention of your potential customer. The brochure features our most beautiful fresh-cut bouquets and arrangements that practically sell themselves. It also serves as the order form for each member of your group who will be selling.
- Talk to Family & Friends** and ask for their help. Everyone loves flowers whether it's in their home or at work. Start by asking mom & dad if they know a special someone that deserves flowers for the upcoming holiday. You can even ask if they will take it to work as ask some of their co-workers. Don't forget your other relatives like grandma and grandpa, or good ole' Uncle Bill. I'm sure your neighbors would love flowers too, but be sure to use caution and only talk with neighbors you are familiar with. See the "Fundraising Do's & Don'ts" for more ways to be safe.
- Keep Your Eye on the Prize.** Remember that special reason why your organization is working so hard to raise money. Is it that new equipment or a summer trip? Whatever it is, it is important to remember that all the hard work will pay off.



Fundraising Do's & Don'ts

We want your fundraising campaign to be both safe and successful. Please look over the list of “Do’s” and “Don’ts” with your group and share the importance of safety above everything else.

“Do’s”

Here is a list of helpful “do’s” for your fundraising campaign

- Be safe and use common sense.
- Make a list of family, friends, relatives and neighbors to avoid going door-to-door.
- Get parents involved with the fundraising activities.
- Make sure your parents or guardian approve of the people you are asking support from.
- Use the buddy system – never go out alone.
- Notify your parents or a teacher if you see any strange behavior.
- Ask your parents to take your fundraiser to work.
- Always be courteous, even if people say “No Thanks”.

“Don’ts”

Here is a list of fundraising “don’ts”

- Don’t carry large amounts of cash unless accompanied by a responsible adult.
- Don’t talk to strangers.
- Don’t go out after dark.
- Don’t enter someone’s home.
- Don’t sell in front of stores or malls unless you have permission and are accompanied by a responsible adult.
- Don’t sell door-to-door without an adult present.
- Don’t sell on street corners or at stoplights.

**Flowers
FOR
Heroes**