



Write It! Plan It! Work It! Fundraiser

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Introduction

Write It! Plan It! Work It! Fundraiser

Important: It would be helpful (but not necessary) to be online while reading this e-book. There are very important links you can utilize to help you complete your financial freedom journey.

Hi, and welcome to **Write It! Plan It! Work It!** fundraiser. Congratulations on your decision to get more capital in the shortest amount of time.

This eBook was written to assist organizations (big or small) in their fundraising efforts. The concepts and principles presented can be used in all fundraisers but are particularly beneficial for the **Write It! Plan It! Work It!** fundraiser. You can read this eBook from beginning to end or you can use it as a reference tool. Either way, you will find that the **Write It! Plan It! Work It!** fundraiser is your near perfect fundraiser.

All fundraisers fall into one of three categories - **sales, events, or direct solicitation**. **Sales fundraisers** receive their income from sales of goods, such as cookies, wrapping paper, candy, or through services such as a car wash. **Fundraising events** generate income from an event that takes place on a certain day and time and involve either inviting guests or going to where patrons already are. Auctions and raffles would be considered such events. **Direct solicitation** requires such tasks as grant writing, meetings with potential donors, membership drives and donation letters.

The **Write It! Plan It! Work It!** fundraiser is a combination of all three. The **Write It! Plan It! Work It!** fundraiser takes the advantages of each category while minimizing the disadvantages of each category. Although a **sales fundraiser** can raise the needed capital for your organization it has the disadvantage of needing a lot of volunteers to make sales. There is no selling required by any volunteer in the **Write It! Plan It! Work It!** fundraiser. All a volunteer does is refer their acquaintances to **Prosperity Renewal Ministries (PRM)**. They are not required to sell anything.

Fundraising events can bring in lots of money as a fundraiser but time, location, and cost of having an event can far outweigh the benefits received. The **Write It! Plan It! Work It!** fundraiser does not require a great deal of time nor does it require a set location.

Direct solicitations have mass appeal in bringing in needed funds but they require time, effort, and sometimes upfront costs. There are no upfront costs associated with the **Write It! Plan It! Work It!** fundraiser.

The **Write It! Plan It! Work It!** fundraiser uses the power of 10 to produce the near perfect fundraiser. Fundraisers are steadily receiving **\$10,000 in 30 days or less.**

In Scripture the number 10 represents the perfection of Divine order. The number 10 represents completeness of order; it implies that nothing is wanting; that the number and order are perfect; that the whole cycle is complete.

- Noah completed the antediluvian age in the tenth generation from God.
- The Ten Commandments contain all that is necessary, and no more than is necessary, both as to their number and their order.
- The Lord's Prayer is completed in ten clauses.
- The ten plagues were representative of the complete circle of God's judgments on Egypt.
- Abraham's faith was proved by a completed cycle of ten trials.
- And the list goes on...

The **Write It! Plan It! Work It!** fundraiser utilizes:

- 10 volunteers
- 10 minutes every day
- sending 10 emails per day
- yielding 10% return every day
- producing \$10,000 in 30 days or less

Each volunteer is responsible for \$1000. 10 volunteers bringing in \$1000 equals \$10,000. The math is easy. The task is easy. All that is needed is a product that would bring in such yield.

We have the [product](#). All you are required to do is follow these next eight steps. If you cannot wait to start your fundraising project you can perform a **QUICK START** by going to the **Checklist** page and start performing the tasks there. Each task has a page you can refer to when you need additional information. Should you need anything beyond that feel free to contact us via telephone or email. Please check available documentation before contact.

To Your Successful Journey,

Fiera M. Kynard

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Step #1 - Know your “Why”

Mary Kay directors call this your "I" story. This is what will keep you motivated when the wiles of the devil are appearing victorious.

Your “why” serves to strengthen the focus and unity of your group of volunteers. This step cannot be overemphasized or underestimated.

By reminding yourselves of this “why,” experienced staff and volunteers can become re-inspired, and new supporters will gain knowledge that will provide a firm foundation for their service.

Whatever has motivated the need for a fundraiser, it is important to define where the proceeds of the fundraiser will go. If the proceeds benefit a particular fund or purpose it is important that this is understood by all volunteers as it could affect their desire to help.

Ralph Waldo Emerson once said that “What lies behind me and what lies in front of me, pales in significance when compared with what lies within me.” This will be true for every fundraiser organizer and every fundraiser volunteer. Capture this essence in your “why” and you are well on your way to a successful fundraiser.

Capturing the essence of your “why” is similar to setting a goal. With every goal you must:

- Clearly identify your objective
- Set a date for when you expect to accomplish goal
- Identify the obstacles you must overcome to reach your goal
- Identify the people, the groups, and the organizations you need to work with to reach your goal
- Spell out what you need to know to reach you goal
- Develop a plan of action
- Write down what’s in it for you organization

You as the organizer (or anyone who has been delegated the function of organizer) as well as every volunteer you choose must be able to answer YES to the next 5 questions for goal to be obtainable:

- 1) Is it really our goal? **YES**
- 2) Is it morally right and fair? **YES**
- 3) Are the organizations short-range goals consistent with its long-range goals? **YES**
- 4) Can I commit myself emotionally to complete the project? **YES**
- 5) Can I visualize myself reaching this goal? **YES**

Your “why” should signal the urgency and need of this fundraiser and the benefits it will bring to your organization. Again, this step cannot be overemphasized nor should it be underestimated.

For full effectiveness, this “why” should be communicated in all correspondence surrounding this fundraiser.

Step #2 - Recruit your helpers

Select ten (10) people who understand the need for this fundraiser – they comprehend your “why.” This is all that is needed when recruiting helpers. Once a commitment is received, make sure they have concise instructions on what you expect of them.

Perhaps you already have in mind what ten (10) people you will ask. Great! Here are some suggestions for your search if you do not:

Think about who will be willing and able to help you as a fundraising volunteer. Come up with as many real possibilities as possible, and make these people your target volunteer audience. Consider such people as administrators, local authority figures, teachers, employees, parents, family members, grandparents, community members, Community Service Organizations, area businesses, current committee members, current volunteers.

Once you have developed a list of names, draft an appeal letter that explains who you are, what volunteer help you need, and “why” you need it—include contact information!!

Follow-up this communication with a telephone call or a meeting in person. You want to personally ask for help

Once a new volunteer is recruited, schedule an opportunity to train them. This training may be informal or formal.

Without proper training, you will soon find that your volunteers may feel alienated and inadequate. Kick off their volunteer experience and make them feel at home with the right training.

Step #3 - Decide the reward

Everyone wants to be appreciated. This goes for managers as well as employees, parents as well as children, and coaches as well as players. We never outgrow this need and even if it looks like we are independent and self-sufficient, the fact is we need others to help us feel valued.

Take the time before your fundraiser kicks off to structure a great rewards program, and you'll have volunteers clamoring to get in on the action! When you can give volunteers different reasons to participate, you motivate them with more than just the campaign outcome.

First set a structure for your fundraising rewards program. Set rewards at different levels for different levels of producers. Be careful to make sure that levels are evenly structured so that the low-end is not overly-rewarded and the high-end is not unfairly under-'compensated'.

The most productive structure is one that has several tiers to the fundraising rewards program. Setting a reward for a low level of sales – with a corresponding, yet attractive reward – lets every volunteer feel like they can reach one or more goals, and come out with something nice and useful for their effort.

Set progressive levels with correspondingly rewarding and attractive rewards. The lowest level is designed to get each volunteer's "foot in the door" so that they can feel success and shoot for an even higher goal and better reward.

PRM will assist with the costs of these rewards. At the end of the project we will award prizes for the following levels:

Bronze Producer: 5 qualified referrals - \$150 Bonus

Silver Producer: 7 qualified referrals - \$250 bonus

Gold Producer: 10 qualified referrals - \$400 bonus

Platinum Producer: 12 qualified referrals - \$500 bonus

These rewards are for every volunteer that reaches these levels. If all ten of your volunteers are Bronze Level Producers you will receive \$1500 from PRM. The **Write It! Plan It! Work It!** fundraiser is designed for all volunteers to at least reach the Bronze producer level. We provide the funding. You decide the reward.

Here are a few options for funding fundraiser rewards outside of what PRM funding:

- Approach several area businesses for reward donations.
- Partner with local businesses for coupons for goods and services your volunteers might use. You win because you get the reward prizes you need, the business wins because you are drawing

in customers, and the volunteer wins because they get a great prize! Choose your target business partnerships carefully so that the prizes secured will really be valued.

- Your fundraiser profits can also be used to fund your fundraiser rewards. Set the distribution date and the prize accordingly.

Fundraiser rewards programs can really breathe a lot of life into a fundraising campaign. For a small investment of time or money, you can boost your fundraising efforts to the next level, and provide some much needed enjoyment and confidence, too!

Types of rewards:

- Recognition of leadership at a regular meeting
- A celebration party
- Dinner at a local restaurant
- A write up in the organization's newsletter/magazine
- featured on website
- An article in the local paper
- gift certificate, Visa card, Walmart card

Step #4 - Communicate clearly before, during & after the project is put in place

Keep energy levels high by reminding all your helpers and other volunteers of the fundraising goals and deadlines.

Communication is essential in any endeavor. There are three elements to communication that is important to consider.

1. **The means of communication (telephone, meetings, e-mail).** It's understood that contact information should be readily available for all the members of your fundraising committees and staff members. However, it's also helpful to understand which method of communication works for individual members and for the group as a whole.
2. **The frequency of communication.** Planning out meeting dates for the entire fundraising campaign in advance will help make sure your team is communicating regularly. As you get closer to the event, additional meetings may be necessary.
3. **The delivery of communication.** The way a message is delivered is one of the most important aspects of communication. Getting a message across in a positive way is important when interacting with staff, volunteers, and your planning committee.

Step #5 - Develop a fundraising timeline

Figure out exactly what you need to do, and by what point each step needs to be accomplished. The **Write It! Plan It! Work It!** fundraiser will provide the timeline for you.

Organization plays a critical role in the success of a fundraiser. Start at the event or due date and work backward. Write down all of the major and minor details that need to be accomplished to make the fundraiser a success.

There are many details involved with any fundraising campaign. Set deadlines for when each of these details needs to be accomplished.

There are many companies that provide fundraising products. However, not all companies provide a complete fundraising solution that makes it easy for you and your group to raise money. Below are the benefits that we offer that are unmatched in the fundraising industry.

Our product is patented and exists nowhere else in the industry. Each volunteer will be responsible for sending out 10 emails every weekday. The email recipients will come from their email address book. There will be no possibility of SPAM because if the email exists in their address book some relationship was established. The recipient is apt to read the email because it comes from someone that they know.

All the volunteer will need to do is cut and paste our suggested email, pick the 10 people to send email to, and hit Send. A weekly report will be sent to list the number of qualified referrals who have qualified for our program. We cannot send the names of the individuals because of our privacy policies but by and large each person referred will go through the following process:

- Read email
- 50% of recipients will decide to follow directions of email
- 50% of the above will sign up for FREE financial analysis
- 50% of those receiving a FREE financial analysis will be qualified for complete financial makeover
- for each qualified referral volunteer is credited with 1 qualified referral
- for each qualified referral volunteer's organization receives \$225 referral fee

There should not be any cost involved in this process. From the 10 emails that are sent per volunteer, a 10% return will yield 1 referral per day, 5 referrals per week, 20 referrals over the life of the project. We estimate that 50% of these referrals will be qualified referrals. With this conservative estimate each volunteer will generate at least \$1,125 in referral fees.

\$10,000 in 30 days will be a breeze!

To boost sales each volunteer could handout or post flyers. This process will require a \$5 investment in the printing of flyers. This is an optional feature of our program but has proven successful in generating additional income.

While past experience makes us confident that it's easy to introduce your acquaintances to our service, a little planning can turn them into a super successful fundraiser that can contribute significantly to an organization's activity or special project on an ongoing annual basis.

Project Timeline

Week One
Day 1: Every volunteer sends 10 emails
Day 2: Every volunteer sends 10 emails PRM sends weekly devotional
Day 3: Every volunteer sends 10 emails
Day 4: Every volunteer sends 10 emails
Day 5: Every volunteer sends 10 emails
Day 6: Every volunteer posts/handouts flyers, Project organizer communicates to team
Day 7: Every volunteer posts/handouts flyers, PRM sends weekly update

Week Two
Day 8: Every volunteer sends 10 emails
Day 9: Every volunteer sends 10 emails PRM sends weekly devotional
Day 10: Every volunteer sends 10 emails
Day 11: Every volunteer sends 10 emails
Day 12: Every volunteer sends 10 emails
Day 13: Every volunteer posts/handouts flyers, Project organizer communicates to team
Day 14: Every volunteer posts/handouts flyers, PRM sends weekly update

Week Three
Day 15: Every volunteer sends 10 emails
Day 16: Every volunteer sends 10 emails PRM sends weekly devotional
Day 17: Every volunteer sends 10 emails
Day 18: Every volunteer sends 10 emails
Day 19: Every volunteer sends 10 emails
Day 20: Every volunteer posts/handouts flyers, Project organizer communicates to team
Day 21: Every volunteer posts/handouts flyers, PRM sends weekly update

Week Four
Day 22: Every volunteer sends 10 emails
Day 23: Every volunteer sends 10 emails PRM sends weekly devotional
Day 24: Every volunteer sends 10 emails
Day 25: Every volunteer sends 10 emails
Day 26: Every volunteer sends 10 emails
Day 27: Every volunteer posts/handouts flyers, Project organizer communicates to team
Day 28: Every volunteer posts/handouts flyers, PRM sends weekly update

Week Five
Day 29: Celebrate!!!
Day 30: Celebrate!!!
Do post-fundraiser assessment some time this week
Celebrate!!!

Step #6 - Present the Award

Rewarding behavior that you want repeated - works.

If you are truly appreciative of the help that your volunteers give, you must show your recognition in several ways.

First and often overlooked is the simple "thank you". Your thank you can take many forms including: A letter from the President, a lunch invitation from a staff or board member, flowers sent on a special day, Christmas Cards and Birthday Cards sent out, periodic phone calls from the Chairman asking for input, and more.

You'll see that once you recognize your volunteers, they will recognize the needs of the organization even when you don't ask for help. Follow these rules and you will have a top notch volunteers for now and well into the future.

The more useful and appreciated volunteers feel, the more likely they are to give their best efforts, now and in the future.

Thank all of your volunteers for their efforts!

Step #7 - Organize a post-fundraiser assessment meeting

This meeting will give you the opportunity to assess how to do things better - what to prune and what to purge. This is also an opportunity for the person or team that won the award to say how they achieved their results. This is a time of honest assessment.

This is time for a little reflection. This evaluation can be in the form of a meeting, a written survey, or whatever form works best for your group. If a meeting would be best, be sure to include this meeting date in your initial schedule of events. You might like to do a combination of meeting and survey, to catch all of your volunteers

The best time to evaluate is when it is fresh in everyone' mind. So be sure to place your meeting or send surveys within a week of the event. In your evaluation look for both positives and areas for improvement.

What went well in the fundraiser?

What aspect could be expanded next time?

What aspects should be changed next time?

Even if you don't plan on doing the same type of event again, these evaluations could be useful in other similar fundraisers.

Step #8 - Repeat as often as necessary

Success is duplicable.

Checklist

This checklist is designed as an evaluation tool and record-keeper. It gives you a place to record critical information about individual fundraisers, both good and bad, so that you can evaluate the value and use as future reference (for yourself or newcomers).

Now you can earn money nationwide with no costs, no door-to-door and no products to handle – all from the comfort of your own home! Run this online fundraising program alongside any other fundraising program for increased profits!

- ✓ Saturate project with prayer
- ✓ Know your “why” (p. 4)
- ✓ Register with PRM and personalize your fundraiser project
- ✓ Become familiar with specifics of **Write It! Plan It! Work It!** fundraiser
- ✓ Recruit your helpers (p. 7)
- ✓ Send emails to your group members inviting them to participate (p. 7)
- ✓ Communicate clearly before, during, and after the project is put in place
- ✓ Decide the reward (p. 8)
- ✓ Continue to saturate project with prayer
- ✓ Communicate clearly before, during, and after the project is put in place
- ✓ Volunteers send emails to friends and family referring them to do a FREE financial analysis online magazine store (p. 11)
- ✓ Friends and family purchase complete financial makeover (p.11)
- ✓ \$225 referral fee forwarded to organization 2 weeks after PAID qualified referral (p. 11)
- Follow week 1 of timeline (p.12)
- ✓ Follow week 2 of timeline (p. 12)
- ✓ Continue to saturate project with prayer
- ✓ Follow week 3 of timeline (p. 12)
- ✓ Follow week 4 of timeline (p 13)
- ✓ Follow week 5 timeline (p. 13)
- ✓ Continue to saturate project with prayer
- ✓ Present the award (p. 14)
- ✓ Organize a post-fundraiser assessment meeting (p. 15)
- ✓ Thank God for His bountiful; blessings
- ✓ Continue to saturate project with prayer
- ✓ Repeat as often as necessary (p. 16)

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Conclusion

With effective planning, proper strategies and hard work, your group can raise the funds it needs to further its mission.

Sometimes when planning a big event or something that transpires over time it is easy to lose steam. Be sure to stay with your pre-planned timeline. This schedule will help you when you and your volunteers start to stress out! Project is short so this should not occur but it is best to plan for something that does not happen than to not plan for it and it does happen.