

Key steps for your fundraising campaign



Steps	Tools provided	Timeline							
		APR	MAY	JUN	SEP	OCT	NOV	DEC	
1. Registration, organization and logistics of the campaign									
a) Get the support of your institution's management to participate in the campaign	Promotional flyer and Step by step guide								
b) Identify a person responsible for the campaign in your institution									
c) Sign up your institution in the campaign	Registration form on the RFF website								
d) Determine a delivery date with the RFF (in line with the farm's availability)									
e) Determine a delivery location and ensure the space is available									
2. Campaign promotion (basket sales)									
a) Download the promotional kit on the online platform.	Promotional kit								
b) Determine with the RFF the closing date for the final command (in line with the farm's availability)									
c) Customize promotional tools	Posters, online order form, promotional flyer, printed QR code, email templates								
d) Advertise the campaign in your establishment : send the online order form and the promotional flyer including the QR code	Posters, online order form, promotional flyer, printed QR code, email templates								
e) Obtain a demonstration basket at the delivery point (optional)	ecoles.enracinees@cape.coop								
f) Run an information booth									
g) Send a last chance email to families to purchase baskets	Email templates								
h) Send an email to announce the basket delivery	Email templates								
i) Follow the basket sales evolution, facilitated by the new online platform	Online platform								
j) ensure by the deadline (7 days before delivery) that all the orders have been paid and compiled on the online platform	Online platform								
3. Basket delivery									
k) Organize a team of volunteers to ensure delivery									
l) Organize education activities for delivery day	Instructions for a successful delivery, Ideas and tips for a zero waste delivery								
m) Coordinate the basket delivery to the site at the at the appointed time and date									
4. Evaluation of the campaign									
n) Complete a satisfaction survey									
o) Invite families to complete the satisfaction survey once, then send a reminder a week later									