

QUICK GUIDE SUMMARY OF THE FUNDRAISING CAMPAIGN



Step	Tools provided	Timetable						
		APR	MAY	JUN	SEP	OCT	NOV	DEC
1. Registration, organization and logistics								
a. Obtain the support of the establishment's administrators to participate in the campaign	Fact sheet for establishments and Step-by-Step Guide							
b. Identify a contact person for the campaign within your establishment								
c. Register your establishment	Registration form on the Family Farmers Network website							
d. Set a delivery date with the Family Farmers Network (based on the farmer's availability)								
e. Determine a delivery location and make sure the space is adequate and available on the planned date								
2. Campaign promotion (selling baskets)								
a. Download the promotional kit on the management platform	Promotional kit							
b. Set a deadline with the Family Farmers Network for receiving orders (in accordance with the farmer's availability)								
c. Customize promotional tools	Poster, online order form, fact sheet including order form, email templates							
d. Announce the campaign in your establishment and send out the the online order form or the fact sheet , including the order form, to families	Poster, online order form, fact sheet including the order form, email templates							
e. Obtain a demo basket at your farmer's nearest delivery point (optional)								
f. Set up an information booth								
g. Send a last-chance email to families to purchase baskets	Sample email message							
h. Send an email announcing the delivery	Sample email message							
i. Follow the baskets sale evolution thanks to the management platform	Online management platform							
j. Ensure by deadline (14 days before delivery) that all orders are paid and compiled on the management platform.	Online management platform							
3. Basket delivery								
a. Recruit a team of volunteers to coordinate delivery								
b. Organize educational activities for delivery day <i>Baskets delivery must be carried out in accordance with public health rules in force.</i>	Keys for a successful delivery, Ideas and tips for a successful zero waste delivery							
c. Coordinate the delivery to your establishment on the scheduled date								
4. Review and assessment								
a. Complete the satisfaction survey intend for establishments	Online survey to be completed by the establishment							
b. Invite families to complete the satisfaction survey	Online survey to be completed by families							
c. Remind families to complete the satisfaction survey	Online survey to be completed by families							