

FUNDRAISING

À LA CARTE PROGRAM

À la Carte Successful Tips will provide you with ideas to maximize your À la Carte fundraising effort. Following the timeline and creating excitement are the keys to success with À la Carte.

- Determine your financial goal.
- Develop a steering committee, including a chairperson who will serve as your À la Carte Organization Leader.
- Conduct an informative seminar to educate your organization staff members on the features and benefits of the À la Carte fundraiser.
- Adhere to the timeliness developed by you and your local GFS Marketplace® Store Manager as stated on the À la Carte receipt.
- Assign necessary volunteers for completing the kick-off, and determine the method for delivering the À la Carte brochures.
- Utilize the À la Carte Organization Member Letter and ensure all organization members receive an À la Carte brochure. Explain how important their involvement in the À la Carte program is for you to reach your goals.
- Communicate the importance of the date to return order forms in order to receive all product on time.
- Create excitement about your À la Carte fundraiser by motivating your participants.
- Utilize your organization publication to remind and inform your organization members that you are involved in the À la Carte program.
- Create a location in a high-traffic area and have À la Carte brochures available to capture any and all orders. The table should be staffed with volunteers at peak periods, and it should be portable enough to move for various organization events.
- Request large posters from your GFS Marketplace store or print our À la Carte poster to post at your organization and at organization events to promote your involvement in the À la Carte program.
- Communicate your product totals to your local GFS Marketplace Store Manager on the agreed-upon date.
- Establish a pick-up and/or delivery process with your GFS Marketplace Store Manager and your participants.
- Utilize the Successful Seasonal Product Combinations document and try different combinations of À la Carte items throughout the year to continuously help you reach your goals. (Currently not available in Florida.)



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