



SYRACUSE CULTURAL WORKERS

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TEN STEPS TO CATALOG FUNDRAISING SUCCESS

1. **Identify a sales coordinator(s).** Plan a timeline for your sales drive.
2. **Recruit and orient sellers.** Remind them of your organization's important work and the value of offering these products teaching about and promoting values of peace, social justice, sustainability and more.
3. **Distribute Catalogs and Order Forms.** You'll need to copy the order forms and provide several to each seller. Encourage sellers to approach and share the catalogs with their family, neighbors, co-workers, fellow students, fellow worshippers, etc. Remind them that there are many additional products on our website (but not to order online).
4. **Go out and sell!** Provide encouragement and support to the folks who are doing the selling. Occasional reminder emails, texts or phone calls are helpful for people who need some assistance getting past their hesitation about selling or getting this higher on their priority list.
5. **Collect orders and payment.** Have checks made payable to your group so you get the funds right away.
6. **Sales coordinator(s) combines orders** onto the Fundraising Tally Sheet and then summarizes that information on the Coordinator's Final Cost Sheet (back of this page) to determine your share and how to send to SCW.
7. **Either send the completed Final Cost Sheet, Fundraising Tally Form and payment** to us (check, money order, payable to SCW, Mastercard/Visa/Discover - no cash!) **or submit the order online after setting up a wholesale online account.** Be sure to keep copies for yourself!
8. **We ship your order within 48 hours** unless other arrangements are made. We are speedy, accurate and proud of our good customer service.
9. **You receive your order,** double-check what you receive against your Fundraising Tally Sheet. Please let us know right away if there are any discrepancies so we can make it right.
10. **Distribute products** to happy customers.
11. **Evaluate and make notes** about how to make it even more successful next year!