



# FUNDRAISING *Checklist*

Are you having trouble with your fundraising? Here at CFS, we know that fundraising can be difficult and that there are many contributing factors when it comes to promoting your cause or charity.

## **To help assist you, we have put together a helpful checklist for your fundraising efforts.**

- Website** – Make sure your website easily identifies what you do, and details how the donations will be used.
- Donation Forms** – Your donation form should be no longer than one page, and really simple to fill out. Include a space where donors have the option to donate in someone else’s name.
- Social Media Outreach** – Social media posts should include hashtags, links to upcoming events, news articles and updates on your cause.
- Event Planning** – First, set goals for your organization and event. Then, choose the right type of event that best aligns with your audience.
- Email List** – “Sign Up for Updates” should stand out on all of the pages on your website.
- Event Invites** – Make your RSVP or registration on your event invites really easy to fill out, and include a way for someone to make a donation if they can’t attend.
- Email Marketing** – Your subject line should entice readers to open the email and continue reading. Make sure you have permission to email everyone on your contact list.
- Event Marketing** – Send out flyers or postcards and emails to previous attendees about upcoming events.
- Thanking Donors** – Send a personalized “thank you” immediately upon receiving a donation.
- Event Follow-up** – Follow up with donors and sponsors, to provide an update on how their gift is making a difference.



**Call 800.466.9880 or scan the QR code to contact us about helping with all your fundraising needs!**

 Marketing

 Direct Mail

 Fulfillment

 Print Management

 Event Support

 Signage



client *focused* solutions

We help companies and organizations implement their business and marketing strategies from thought to delivery

**Call 800.466.9880 to get started!**

Our Core Values

- Wow the Client Every Time
- Listen to Understand
- Be Problem Solvers
- Embrace Change
- Be Positive and Respectful



## Marketing

Strategic • Integrated • Multi-Channel

We take pride in helping businesses and organizations adapt their strategies to the evolving marketing landscape and can help you market anything from events to direct mail campaigns.



## Fulfillment

Secure • Reliable • Organized

Our goal is to exceed our clients' expectations by providing cost effective storage, logistics and distribution solutions. We strive to provide you seamless fulfillment support.



## Event Support

Storage & Delivery • Signage • Collateral

Event planning can be time consuming, and we understand that. That's why our team of event support specialists will work closely with you to ensure that your events are a success.



## Direct Mail

Design • Personalization • Postage & Mailing

We can handle all your direct mail projects from design to distribution and have experience with postal regulations for maximum discounts. We can help find you the most cost-effective solution for your mailing project.



## Print Management

Full Color • Wide Format • Print-on-Demand

We have a complete digital print and copy center and have the experience to provide you with the highest quality on all your printed material. We provide an effective, streamlined process with a fully automated and customized print management service which helps measure and control your printing costs.



## Signage

Signs • Banners • Tradeshow Displays

We believe that signage, when properly integrated into a company's messaging mix, can dramatically improve the effectiveness of its marketing and sales programs.

312 East Main Street | Norton, MA 02766 | 508.285.2800  
443 Route 130 | Sandwich, MA 02563 | 508.888.1900

**cfsinc.com**