



2007 White House Christmas Ornament Fund Raising Program

Thank you for your interest in the White House Christmas Ornament Fund Raising Program. Fundraising is a lot of work but incredibly rewarding. Here's a fundraising kit that you're welcome to customize for your own use.

There are two main reasons why groups fund raise with White House Christmas Ornaments. The first is that you buy direct from our organization. This allows your customers to get a great deal while supporting your project. Second, people find it easier to support a cause when they are purchasing the official White House ornaments that may appreciate in value.

Make sure to read the entire fundraising kit before starting your campaign. Modify and Print out the Christmas fundraiser action plan with campaign timelines and give to your organization's campaign leaders and solicitors.



Modify and print out the solicitation examples below and let your fund raisers take the sample White House Christmas Ornament home and show it to their neighbors, friends, family, and so on. Each fundraiser should keep all payments in an Order Collection Envelope, and record each sale on the Christmas Ornament Order Form.

At the end of the fundraising campaign the total amount of ornaments needed should be reported in one of the following ways.

- 1) Visit the website: <http://www.whitehousechristmasornament.com/2007-Grover-Cleveland-Ornament-Bulk.html>.
- 2) Call us at 301.493.9273.
- 3) Email us at questions@whitehousechristmasornament.com.

Christmas Fundraiser Action Plan

Before conducting fundraising activities, you should always be clear about what you hope to accomplish with the activity, who your prospective audience is, and the resources your organization has available to produce the event.

Date	Campaign Plan
_____	Orientation Planning meeting with the chairman and board
_____	Identify, Rate and Evaluate prospects
_____	Set Goal for the campaign
_____	Produce Christmas solicitation materials
_____	Recruit volunteers
_____	Campaign kickoff meeting for solicitors
_____	Assign locations for solicitors
_____	Solicitor campaign progress reports for campaign leaders
_____	Collection of order forms
_____	Send purchase order to White House Christmas Ornaments
_____	Assign new locations for solicitors
_____	Solicitor campaign progress reports for campaign leaders
_____	Collection of order forms
_____	Make purchase order from White House Christmas Ornaments
_____	Evaluate Progress of Christmas Campaign
_____	End of the campaign
_____	Reward and acknowledge volunteers

Door-to-Door Solicitation

Children should never be allowed to participate in door-to-door solicitations without adult supervision, preferably their parents, and they should never participate in “street” solicitations where they stand in the medians of busy highways to collect money.

Door-to-door solicitation should only be conducted during daylight hours, never at night. Children should only solicit in neighborhoods known to them with supervising adults.

Children should be under direct, line-of-sight, supervision by the supervising adults. Children should never enter anyone’s home without CHECKING FIRST with, and being accompanied by, the supervising adults.

Children should never reveal personal information about themselves to anyone, including their telephone number. If a contact telephone number is needed, it should be that of your organization.

Parents should be encouraged to participate in their children’s solicitation activities and should be fully apprised of all aspects of the project. Parents should sign a permission slip before a child is allowed to participate.

Sample Door-to-Door Solicitation

This is just basic information, you may change this, as you like.

Hello, My name is _____ and I am going door-to-door today on behalf of _____.

(Insert organization mission statement here.)

“This year to raise proceeds _____ is selling the official White House 2007 Grover Cleveland Ornament. The color-tinted illustration is a reproduction of an engraving that originally appeared in Frank Leslie’s Illustrated Magazine depicting the President and his bride during their wedding nuptials. Frank Leslie’s Illustrated Magazine began in 1855 and was the first successful illustrated publication in the United States.

The ornament also showcases themes from the Cleveland wedding album. On the front of the ornament, President Cleveland’s monogram anchors a decorative border using orange blossoms from his bride’s wedding gown. The back features the Frances Folsom’s monogram.”

If they say no, you say...

“I am sorry that you will not be able to help us. Do you know of another person I can contact?” (If yes, get the information.)

“Thank you for your time and have a wonderful holiday season”

If they say let me get back to you tell them...

“Sure, I’ll call you next week to see how things are progressing. If you need to get in touch with me my contact information is ...”(give phone number and e-mail address).

“Do you have any other ways that I can contact you? What’s the best method of contact?”

At the end of the conversation... “Thank you for your time and have a wonderful holiday season.”

Using E-Mail to Raise Funds

More and more non-profits are using email to sell our Christmas Ornaments. Several tips that you might find helpful as you begin an email campaign include:

- Build a database of email addresses. Collect email addresses from alumni, parents, and other supporters every chance you get. Be sure to insure your potential donors that your database will not be sold or rented; that you are collecting the addresses solely for your organization's purposes.
- Be brief. Send brief newsletters to supporters to tell them what is going on in your organization.
- Send messages regularly, but not too often! A regular monthly newsletter with excerpts of activities and needs will keep your organization in the supporter's mind.
- Be responsive. After you have sent your newsletter, expect responses! Set aside time to answer questions or provide additional information to those who request it.
- Give people a way for them to opt off of your subscriber list. Never irritate your supporters by not providing a way for them to have their email addresses removed from the database.
- Always provide the means for more traditional method of communication within the email. Include contact name, address, and phone and fax numbers.

Email Solicitation

Subject: 2006 White House Christmas Ornament Fundraiser!

The NEW 2006 White House Chester A Arthur Ornaments have arrived!

PLEASE FORWARD TO ALL PARTIES INTERESTED

Dear _____,

(Your Organization) presents the official White House 2007 Grover Cleveland Christmas Ornament. The color-tinted illustration is a reproduction of an engraving that originally appeared in Frank Leslie's Illustrated Magazine depicting the President and his bride during their wedding nuptials. Frank Leslie's Illustrated Magazine began in 1855 and was the first successful illustrated publication in the United States.

The ornament also showcases themes from the Cleveland wedding album. On the front of the ornament, President Cleveland's monogram anchors a decorative border using orange blossoms from his bride's wedding gown. The back features the Frances Folsom's monogram.

This Christmas Gift Idea can serve as either a handsome Christmas display or a White House Christmas Tree Ornament. Whether you are looking for a holiday ornament, a tree ornament, or Christmas collectable, this gift will make any Christmas a White Christmas. Own a moment of White House history.

The proceeds of each purchase benefits (Your Organization)

Please call us at your earliest convenience to take advantage of this Special offer and help _____ . Happy Holidays!

(Your Name)
(Your Organization)



White House Christmas Ornament Order Form

Name	Address	Telephone Number
Zip	Ornament/s ordered	Amount

Name	Address	Telephone Number
Zip	Ornament/s ordered	Amount

Name	Address	Telephone Number
Zip	Ornament/s ordered	Amount

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