

Sample Timeline

Global Goods Partners (GGP) easy-to-implement, educational and socially responsible fundraising program Sample Timeline:

- May/June** Decide as a school community or student led organization to start the GGP Fundraising Program. Fill out GGP's online form and obtain your school code.
- September** Introduce the GGP Fundraising Program at first Parent's Association or group/club meeting of the school year. Establish fundraising goals; publicity strategy; and who will be involved, i.e. teachers, parents, students, administration, etc.
- October/November** Set up information table with flyers and newsletters at curriculum evenings/open houses.
- Put posters up throughout school; provide introduction and link to GGP on school website; have a presence at school events; place article in school newspaper or newsletter; make catalog available at front desk.
- Generate publicity beyond the immediate school community: email/send flyers to families; submit article to local newspapers; place posters in community establishments; link with holiday events and performances.
- December** Send reminders to school community via email, school website, flyers, etc., encouraging online purchasing.
- Set up a table with samples of products to entice people to go online and order for friends and family. Send reminder to shop in time for the holidays.
- January/February** Thank school community for support during the holiday season, remind everyone that they can shop year round for birthdays, Valentine's Day and other holidays.
- March/April** Plan promotions around Spring/Mothers' Day/Fathers' Day/Graduation.
- May/June** Evaluate success of fundraising effort. Plan for GGP program for the following school year.