🗓️ Sweet Revenge Sample Fundraising Plan

4 Week Success Timeline

Proven path to raise more with less stress

🎈 Week 1: Get Ready

Your Goal: Prep your team, build excitement, and make it easy to say yes.

What to do:

- Distribute launch materials (we provide them!)
- Share your User Registration link with your team
- Encourage all members to set a personal goal (e.g., 10+ orders)
- Post on social media and in group chats, text threads, emails to get your members registered. Encourage early signup so your members can get a head start!
- Announce your fundraising goal (e.g., “Let’s raise $2,000 in 4 weeks!”)

Tip: Fundraisers with over 75% participation raise up to 4x more!

🚀 Week 2: Launch Strong

Your Goal: Hit the ground running with energy and visibility.

What to do:

- Send out a launch email or text to all supporters
- Encourage each participant to get 3–5 orders in the first 48 hours
- Post a group message thanking your early supporters
- Post regularly to your members to keep up the good work. Remind them of their reason for fundraising. Remind them why they are fundraising.
- Shout out high performers. Give them praise in front of their piers for their efforts. They deserve it!
- Track leaderboard progress (we’ll help you)

Set the tone: The first 3 days are your momentum-makers.

🔁 Week 3: Keep the Buzz Going

Your Goal: Maintain momentum and reach new supporters.

What to do:

- Post mid-week progress updates. Share the current status with members via email social, and text. Encourage members who haven't signed up to participate. Remind members of the tool kit *(we'll provide it!)* that gives tips and trick for selling.
- Share photos of your top sellers or fun team moments
- Remind everyone: *"It's not too late to jump in!"*
- Offer a mini-incentive (e.g., prize for most orders this week)

Consistency wins — most fundraisers see 50% of their orders in Week 3.

🎉 Week 4: Final Push & Wrap-Up

Your Goal: Maximize results and finish strong.

What to do:

- Share the "last call" message with everyone
- Give shoutouts to top participants
- Collect any last-minute orders
- Celebrate your progress with the team
- We'll handle fulfillment and payouts

End strong. A single day can add hundreds to your total!

Need more time? No problem — just let us know and we'll extend your fundraiser to fit your group's schedule.

🔑 Why Participation Matters

A successful fundraiser isn't about a few superstars — it's about **everyone doing a little**

A successful pre-launch sets the tone for everything that follows. *(We'll help with that!)* Groups that take time to prepare and build excitement early consistently raise more and see higher participation.
Here's what we've learned:

Participation Rate	Average Funds Raised
Less than 30%	$200–$600
Around 50%	$800–$1,500
Over 75%	$2,000–$4,000+

Every order helps your group — no minimums, no upfront cost.
The more who participate, the more you earn. It's that simple.

🏅 Sweet Revenge Awards Package

Groups that meet key goals for signups and participation may qualify for our exclusive Awards Package — a way to reward teams and individuals who go above and beyond. Includes bonus prizes, recognition, and leaderboard shoutouts.

❓ Frequently Asked Questions

Q: How do customers place orders?
A: Through your group's custom Sweet Revenge order form — easy and mobile-friendly.

Q: How do we get paid?
A: After the fundraiser ends, we send you a check with your earnings.

Q: Do we have to collect money or deliver products?
A: Nope. Sweet Revenge handles orders, fulfillment, and delivery.

Q: How much does it cost to join?
A: Nothing up front. Your group earns up to 35% on every order.

Q: Can we run multiple fundraisers throughout the year?
A: Absolutely! Many groups do a spring and fall campaign with us.