

# STEPS FOR 4-H CLUBS TO COMPLETE A MISSOURI GROWN FUNDRAISER



## 1) PREP WORK

### Identify your reason for fundraising and your goal

- Ask members to identify the benefits to their 4-H club and community.
- Set a timeframe. Determine best time to sell products and how long members will sell.

## 2) START THE FUNDRAISER

### Write a 4-H club description and fundraising statement

- Have club members write a 75-word description of their 4-H club and explain why they are holding the fundraiser in a separate 100-word statement.
- Have club members take two high-resolution photos of their 4-H club.

### Select the Missouri Grown catalog items to be sold

- Contact Missouri Grown Marketing Specialist Catherine Bohnert at (573) 522-9213 or [catherine.bohnert@mda.mo.gov](mailto:catherine.bohnert@mda.mo.gov).
- Have members visit the Missouri Grown website and choose up to 12 products from the Missouri Grown Fundraiser Master Catalog. (Choosing more items will give customers a wider selection, but will require more business transactions for the club.)
- Submit 4-H club photos, description, fundraising statement, and list of selected products to Missouri Grown.
- 4-H club will earn the difference between retail price and wholesale price of products listed in the catalog.



## 3) SALES PRACTICE

### Practice business pitches and salesmanship skills

- Use the fundraiser as an opportunity for members to learn how to pitch a product and to provide superior customer service!
- Have members practice sales pitch and customer service within club, then go live!



## 4) CONDUCT THE FUNDRAISER

### Sell your Missouri Grown products

- Your club will receive your customized product catalogs and order forms 3+ weeks after submitting your materials to Missouri Grown.
- Sell products and collect payment from customers upfront. Do not wait until delivery.
- Compile order totals and work directly with Missouri Grown businesses to fulfill your orders. (Deposit sales proceeds into club account and issue payments to businesses from the account.)

### Receive the product shipment

- Designate one member/volunteer address as delivery point for items to be shipped.
- Distribute items as they arrive to members to ensure prompt delivery to customers.



## 5) WRAP UP

### Reflect with club members about the fundraiser (do-reflect-apply)

- Ask what members thought went well and what they think they could do better.
- Did the group achieve its fundraising goal?
- What did members learn through participating in the fundraising effort? What skills for salesmanship/customer service did they learn?
- Be sure to add Missouri Grown to your LG760 Youth Service to Communities form!

