

That's – a - Wrap

Holiday Season, Mother's Day, Father's Day are all days that you can turn presents into profit by setting up a gift wrapping booth at your local mall, shopping center or bookstore. Chapter members, supporters, families and friends can lend a hand wrapping and making signs to help promote your service throughout the mall. This fundraiser is especially great during the holiday season!



ADVANCE PLANNING

First, you must secure permission from the mall management to hold your fundraiser prior to the holiday rush. Sell the idea on the basis of providing a real and tangible service (at a reasonable price), the quality of the products (provide samples of wrapped packages) and the worthy cause to which the proceeds will benefit.

Allow two to three weeks to obtain permission, line up volunteers, secure supplies, make promotional signs and obtain setup materials. You can also use this time to get donations from local merchants, discount stores and office supply stores. Make sure all your volunteers are skilled at wrapping packages. Have your most creative team member lead a “wrap session” to teach others the dos and don'ts of wrapping. Use this time to create samples of your work for promotional display at the booth as well as set up a price schedule.

At this time, make sure you line up several volunteers to man the booth and wrap the presents. Holiday times are very busy, so you will want to have your services available during the day, evening and weekends.

Make sure you offer a variety of wrapping papers prominently displayed so customers can choose from the designs shown. Be sure to have kid-friendly paper as well as more sophisticated patterns for Hanukkah and Kwanzaa. Offer a variety of boxes in all shapes and sizes.



PROMOTING THE FUNDRAISER

Your aim is mall-goers. Attention-getting signs are crucial for making shoppers aware of your gift-wrapping service and should be displayed throughout the mall. You might want to ask local mall merchants to display signs at their cash registers or offer coupons for their customers for a discount on your wrapping service. Ask the mall management if periodic PA system announcements can be made to remind customers of the service your organization is providing. Prepare a small announcement and include the worthy cause to which the proceeds are going to. Don't forget to let chapter members, families and friends know about your wrapping fundraiser.



PLAN FOR NEXT YEAR

Keep accurate records of everyone who helped in the fundraisers, mall personnel, volunteers, suppliers and donors; where you got discounts and/or freebies and what each company or individual donated. This makes it easier to thank them for their efforts now and to solicit their help again next year.