



“But We Still Need to Raise Money!”

Fundraising Made Possible in a Time of Restrictions

We’re hearing these words daily and I’m here to tell you that you can still fundraise, and do so, following the safety guidelines that your school or organization has in place for our “new normal.” Below are the ideas and creative solutions that others are using to do just that! Feel free to share this document with the decision makers who have reservations when it comes to allowing fundraising this year. Together, we can creatively problem-solve so you can earn the money you need to fund your programs!

Objection: *Fundraising isn’t an option this year because of the safety guidelines in place for social distancing.*

Answer: The great thing about today’s technology, is its ability to conduct fundraisers in a way that is effective and successful, while still following the safety guidelines that are currently in place.

Question: *“What are our options?”*

Answer: Béquet Confections has options for creating a fundraiser that utilizes school announcements & websites, letters sent home, social media, emailing and phone calls to take orders without having in-person contact. We are committed to helping you earn the money you need by making some changes with how we’ve done our fundraisers in the past. We live in a world where the internet has revolutionized how we shop and purchase items, and fundraising in this way is no exception. If you’ve conducted an in-hand fundraiser in the past, we have ways to be able to reinvent your sale to make it work!

Question: *“What products are available to us to sell?”*

Answers: We want you to still be able to offer the same products that your customers and communities have come to love! We know that people look forward to purchasing our delicious caramel year-after-year, and will want to help your school or organization – likely, now more than ever. Product forms are used to take orders via phone, email and social media avenues, which means there is no in-person contact.

Question: *“What is the time frame for a pre-sale / online fundraiser?”*

Answer: Plan to set aside a 4-week window for your sale once you’ve received your sale materials. 2 full weeks (including 2 weekends) for your sale, 1 week for order forms to be turned in and tallied, and approximately 1 week for delivery.

Question: *“How do customers pay for their items?”*

Answer: If your school or organization does not already have a Paypal or Venmo online payment account, they are very easy for your group and your customers to create and use! Customers can also leave payments for sellers under their or their seller’s doormats or through curbside arrangements, if they prefer not to pay online.

Question: *“How do we handle delivering the products to the customers?”*

Answer: If you choose to create your own online program with Béquet Confections, you have 3 options to get the products to your customers: 1) Products are dropped at the doorstep of the customer 2) Customers pick up products from seller’s doorstep 3) Curbside pick-up at home or school at designated times. These deliveries/pickups also allow for the trunk of the car to be opened and the products placed inside, if the customer doesn’t want to receive their order through the window to avoid one-on-one contact.

IMPORTANT: Masks should be worn at all times, no matter what method of delivery you choose!

Still have questions? Call Béquet Confections Fundraising, at (877)423-7838