

The World's Greatest Fundraiser™

YOUR IMPLEMENTATION CHECKLIST

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Purpose: This is the checklist of tasks **YOU** (the fitness business owner) need to implement in order to successfully launch and run The World's Greatest Fundraiser.

PREPARE

OFFER

- Decide on your offer.
 - Will the gift card be for a fixed-term front-end offer (FEO)?
 - Or can the purchaser apply the gift card value to any of your memberships/services?
 - What will be the monetary value of your gift card? (We recommend a minimum of \$100. The higher the value, the better the results.)
 - Here are some examples of how you could price your offer.

Ex #1: Your FEO is \$147
 Gift Card is \$100
 They Pay \$47

Ex #2: Your FEO is \$100
 Gift Card is \$100
 They Pay \$0

Ex #3: They can apply \$100 value towards purchase of membership / training

GIFT CARDS

- Will you be using physical gift cards, digital gift cards, or both? (If you are a local brick and mortar business, we recommend you start with physical gift cards, or both physical and digital. If you are an online business, digital gift cards make the most sense.)
 - Physical
 - Get sequentially numbered cards from www.FitnessGiftCards.com so they can be tracked to reward sellers and avoid fraud.

- Will you absorb the hard cost of the gift cards (~ \$0.50 each), or will you pass that cost onto the organization?
- Digital
- Both

TARGET LIST

- Come up with a “hit list” of targets - prospective organizations that may want to raise money for their activities/initiatives.
- Searching your local Chamber of Commerce website for community and civic organizations can be a good start if you have a limited network.
- Your Network - Who do you know that participates in, or has children participating in, organizations that may need money?
- Schools
 - Public
 - Private
 - Sports Teams
 - Debate
 - Choir
 - Dance/Cheer
- Places of Worship
 - Church
 - Synagogue
 - Mosque
- Civic Groups
 - 4-H
 - Lions
 - Boy/Girl Scouts
 - Toastmasters
- Charities
- Own Fitness Members and who they know - ask them!

CONNECT

LETTER

- [Letter to Prospective Organizations](#) - Use this letter to land your first organization. It's a versatile tool you can use in many different ways:

- Snail mail to hand-selected list or targets
- Email to target as PDF
- Copy and paste into a Facebook message to targets for whom you found FB page
- PDF attachment in Facebook message to targets for whom you found FB page
- Posted to social media as lead generation
- Used as a script for video post
- Used as a paid lead generation advertisement. This method is for rapid growth, and should not be used until you've already landed your first few organizations with organic methods.

FOLLOW UP

- Follow up at least two times with each organization you reach out to. Get a firm answer of yes or no.

PLAN

- Once you've got an organization that's interested, set up a meeting to plan the fundraiser.
- Avoid major holidays or events that could become a distraction to your fundraiser.
- Give the organization their **Implementation Checklist** and review it with them, so they have a simple way to make sure they execute effectively.

MARKET

- It is YOUR job** to assist the organization with their marketing and selling of Gift Cards to ensure maximum results for them and you.

TALKING POINTS

- Provide the organization with a bullet list of **Talking Points** they can use to sell your gift cards effectively. KEEP IT SIMPLE!

ACTIVATION PAGE

- Set up the Gift Card **activation landing page**.
 - This can be a page on your website, like www.YourWebsite.com/activate just like in this example <https://fitphysiqueonline.com/fp/activate>

- Or it can be a dedicated landing page built with software like [Onboardme](#), Clickfunnels, [Thrive Themes](#), Leadpages, etc., at which you point a domain, e.g. www.YourBusinessNameGiftCard.com

THANK YOU PAGE

- Set up the **thank you page** where the lead is directed to after submitting the form to activate their card.
 - Provide clear instructions on that page of what to do NOW!
 - See this page for an example:
<https://fitphysique.clickfunnels.com/activation-thank-you51224239>

FOLLOW UP & CONVERSION SEQUENCE

- The money is made in follow up and conversion! So you want to have a **sequence of emails and phone calls and possibly texts**, that go out to the lead after they activate their card. The purpose of these communications is to get the lead to REDEEM their card.
 - 5 Emails
 - 2 SMS texts
 - 2 Phone calls
- NOTE: Be sure to encourage leads to bring a friend who can take advantage of the same offer, even without a Gift Card, but only if they come in together.

FLIERS

- Customize the **Gift Card Handout Fliers** showcasing your offer. This flier will be handed to each person who buys a gift card so they can see exactly what they get when they redeem the gift card. It also contains clear instructions on how to activate their card and get started.

PROMOTIONAL TOOLS

- Provide the organization with some simple **promotional tools** they can use to announce the fundraiser to their sphere of influence:
 - 3 Emails
 - 3 Social media posts

COMPETITION

- Create a competition** among the members of the organization whereby you offer a prize(s) to the person/people who sell the most cards.

REVIEW

- Use a simple **review sheet** to document your results.
- How did the fundraiser go?
- What worked really well?
- What did not work well?
- How many total cards sold?
- How many redeemed in:
 - 15 days
 - 30 days
 - 45 days
- What percentage of those who redeemed, continued on as full time members/clients?
- How can you improve next time?

GROW

- Send a **testimonial request email** to the organization. You want their testimonial to clearly show how much easier your fundraisers are than any others they have done, and how much more money it raised.
- Schedule your next fundraiser with the same organization, if possible.
- Ask the organization for a referral. Who do they know that may also need to raise money quickly and easily?
- A good goal is to have one fundraiser every other month, or even monthly. There are MANY organizations that need your help raising money

*All the items **highlighted in yellow** are done-for-you templates, tools and training provided in [The World's Greatest Fundraiser System](#)