*SAMPLE LETTER TO FUNDRAISING TEAM – You only need to change the highlighted areas and you are ready to go!*

Dear Fundraising Team,

We’re excited to kick off The Fresh 20 Fundraiser, a new opportunity that’s super easy to sell, and super profitable for The Lions!

**WHAT are we selling?**

We are selling memberships to **The Fresh 20**, a meal planning service with a goal to help busy families load their tables with delicious, fresh, healthy food, that’s easy to prepare and budget friendly. Every week, The Fresh 20 members electronically receive:

·       a shopping list of 20 fresh ingredients, which members then purchase

·       a step-by-step guide to prep the entire week’s meals - - a big time saver during the week (about an hour of prep time)

·       recipes and instructions for pulling together five nights of tasty meals for the family

The Fresh 20 delivers everything a family needs to shop, organize and cook nutritious weeknight meals for their lifestyle.  Meal plans are chef created, nutritionist approved, simple to create, and delicious.  And because the family shops and then uses a smart collection of The Fresh 20 recipes, there’s no wasted ingredients or excessive packaging. Meal plans are available for a range of diets, including Classic, Gluten Free, Vegetarian, Vegan, and Paleo, and we’re offering three membership timeframes with corresponding prices:

·       Full year of Weekly Dinner Meal Plans for $79

·       Three months of Weekly Dinner Meal Plans for $29

·       One month of Weekly Dinner Meal Plans for $14

**WHY this fundraiser?**

For every membership we sell, The Lions keep **40%** of the sale!!! ROAR!!!  If you sell just $250, you’re delivering $100 in profit for the team. Our goal is for **each player to sell $300**.  Across all our teams (Freshman, JV, and Varsity), we could raise $7000 for The Lions! ROAR!!!

Another reason we’re excited and why we chose this fundraiser - The Fresh 20 is focused on quality family time and healthy, easily prepared, tasty meals.  We think this program should sell itself!  As a stretch goal, if we raise $10,000, we will hold a team party to celebrate, location and venue to be determined.  Let’s Go Lions!

**WHEN do we start and finish?**

We will run the fundraiser for four weeks, from Thursday, September 3rd through Sunday, October 4th.  We believe four weeks is a good amount of time to build momentum and stay focused. I’ll also send updates throughout the month, so we can see how we’re doing against our goal.

**HOW do I get started?**

Send or post this link for all your friends and family!  [custom sales link].  When they click on the link, they’ll be taken to a custom web page where they can learn more about The Fresh 20 and place a membership order.  We don’t have to collect any cash or deliver any items back to our customers.  At the end of the fundraiser, The Fresh 20 will send us a check for 40% of our total sales- - we just have to sell and the money is sent to the team! Go Lions!!!

When you send your email or social media post to friends and family, be sure to include key information about our fundraiser:

·       What The Fresh 20 is and why a subscription is an easy, beneficial, and cost-effective way to support you and the team

·       How The Lions will use the funds we raise

·       When the due date is for ordering (so we receive our 40% sales bonus!)

·       The link to our customized ordering page

I’ve attached a sample note to friends and family that you can use in an email or social media post. Please adjust the wording and use the information that best helps you prepare an impactful message for your friends and family. If you write something on your own, just remember to include the fundraiser link to our customized order page [custom sales link] and the order due-date so your friends and family can place that order on time and so The Lions get credit!

Thanks in advance for making this a successful fundraiser.  I’ll be in touch with sales updates, and if you have any questions, don’t hesitate to give me a call.

Go Lions!

Jane Smith

Lions Team-Parent