



CANADIAN  
PARENTS  
FOR FRENCH



# Chapter Fundraising

G • U • I • D • E

*Fundraising is a Key  
Strategy to Our Success*

## CANADIAN PARENTS FOR FRENCH

Promoting and creating opportunities for youth to learn and use French since 1977.

This document is available for free download on the CPF National website: [cpf.ca](http://cpf.ca).

Print copies are also available, contact the CPF National office: [cpf@cpf.ca](mailto:cpf@cpf.ca)

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Canada

# Fundraising is important at CPF!

It seems obvious why fundraising is important – to raise funds for needed items, services and programs to help French flourish in our schools and communities across Canada.

Due to budget cuts or less than ideal family situations, some children may go without books, resources or activities that their classmates receive or experience which may diminish their overall French learning experience.

Efforts made by CPF Chapters and volunteers to fundraise make a world of difference in offering French resources and creating socio-cultural opportunities for youth to learn and use French every day. But where to start? What things to consider? This first guide pulls together some ideas to help in your fundraising efforts and we welcome feedback and additional ideas from CPF Chapters that may be incorporated into future editions. Thank you to our CPF fundraisers for all you do to benefit the students!

# Moving Your Fundraising Beyond the Bakesale



## When most people think about having to fundraise they tend to break out in a panicked, cold sweat...

When most people think about having to fundraise they tend to break out in a panicked, cold sweat and say something like “I could never ask others for money.” And yet, if we were to be asked for help from someone we care about, we’d jump up and say yes! That’s because we’re hardwired to feel joy when we give.

The same part of our brain that lights up when we eat chocolate also lights up when we give our time, talents and treasure to worthy causes. There’s a ‘warm glow’ if you would that people get when they give. Remind yourself that you’re helping to spread joy! And who doesn’t want to do that?



### How to Talk about Fundraising Needs

The most important part of fundraising is HOW we talk about and communicate our fundraising needs, and the best way is through stories. Most people would jump to talking about the number of people that are helped by the organization – but those people would not raise a lot of money. If you watch carefully what successful ads do they follow a formula. They boil the



issue or problem down to how it impacts ONE person, and how you can be the hero of that story. The reason they do that (and it works) is a phenomenon called the identifiable victim effect. You can empathize with one person, and therefore you’re more likely to act. When there’s even 2 victims (or more) then your empathy goes down – so focus on telling the story of one person.

**...boil the issue or problem down to how it impacts ONE person, and how you can be the hero of that story.**



## Tell the Story of One Person

Write simply, like, 7th grade reading level and include these elements in your story in this format:



### Protagonist

Who's the one person or student, to focus on in your story or the class /school that will benefit?



### Problem

What's the need?



### Antagonist or Obstacle

What's the challenge?



### Awareness or 'Aha' moment

Insert something about your CPF Chapter or Team taking a lead.



### Transformation or Resolution

How people can help to improve the outcome or if already complete, what happened. It's important to position your possible donor as the Hero of the story. Talk about how their gift will make them the hero that that person needs right now.



## Where to Start to Build Stories

But how do you come up with ideas? Here are a few places to start that will be worth their weight in gold:

- ☑ Start with your friends, family, and your fans who support you.
- ☑ Leverage friends and family with special skills: photographers, notaries, lawyers, musicians, the sky is the limit!
- ☑ If you work with a business make sure you're driving traffic and attention to them, and they'll pay it forward.
- ☑ What resources do you need, and if it's not all money then do things around that!
- ☑ Say thank you, keep their info, and follow-up to share what happened – that's a donor for next year.
- ☑ Don't do a bake sale...they're boring, and no one will say it but they don't like them.



Start with one story and then share it as you approach the next donor. Create a 'Hero Book' with all the stories of donors who have helped. You and your Chapter are doing noble work, and we hope you know just what a hero you are for Canadian Parents for French. And so, don't forget to add your Chapter Story as part of the Hero Book, making Canada more bilingual - one child at a time!

## RESOURCES

### Sponsorship:

- The Sponsorship Collective: <https://sponsorshipcollective.com/blog>
- Eventbrite Sponsorship Resources: <https://www.eventbrite.com/blog/academy/2019-guide-event-sponsorship>

### Business for Good

- Imagine Canada: Corporate Giving in a Changing Canada (also, check out their other stuff: <http://www.imaginecanada.ca/communityinvestment>

And

- <https://imaginecanada.ca/en/360/wake-up-call>

### Corporate Volunteering

- Volunteer Canada: The Business Case for Giving Back (also, check out their other stuff): [https://volunteer.ca/AdminEdit.php?ListType=Material\\_Download&MenuItemID=403](https://volunteer.ca/AdminEdit.php?ListType=Material_Download&MenuItemID=403)

### Volunteering and Fundraising

- Beyond the Bake Sale: [www.btbs.ca](http://www.btbs.ca)

### Storytelling

- Blue Canoe Philanthropy: <http://yourbluecanoe.ca/new>

### Neuroscience

- <https://thecharitablebrain.wordpress.com>
- <https://www.psychologytoday.com/us/blog/the-compass-pleasure/201108/is-your-brain-charitable-giving>

### Fundraising

- AFP Global: <https://afpglobal.org>
- Adrian Sargeant: <https://www.philanthropy-institute.org.uk/reports>

**Christian Robillard** is the co-founder of Beyond the Bake Sale: a social impact organization dedicated to helping individuals give and raise more time, talent and treasure for the causes they care about. Christian holds a masters degree in philanthropy and nonprofit leadership, and a bachelors in public affairs and policy management with a specialization in social policy, both from Carleton University. Christian has raised over a million dollars for a variety of community causes; and mobilized thousands of hours of volunteer service. He is a TEDx speaker, a podcaster, and speaker on philanthropy, corporate partnerships, fundraising, and the social impact space. He is a recipient of the Sovereign's Medal for Volunteers and other accolades for his community work. He serves on boards for the Ottawa Community Foundation United Way Eastern Ontario, and Youth Ottawa, and is a Global Shaper with the World Economic Forum. He lives in Ottawa, Ontario.

# CHOCOLATE

Everybody loves chocolate!  
Check out these sweet vendors  
below who offer fantastic fundraising  
kits sure to help you meet your goals  
(and your sweet tooth)!



**Lamontagne Chocolates** is a proudly Quebec owned and operated chocolatier. They not only have a vast variety of flavor options, but also competitive pricing that offers lucrative profits. What's more? Check out their website to find an interactive profit calculator that will help you plan your fundraising to maximize your gains!



Founded over 100 years ago, it's safe to say that family-owned **Purdys Chocolatier** knows something about chocolate! They source premium-quality ingredients from around the world and choose local options whenever possible. They're also a company who cares, ensuring their partners are supported by programs that improve their profits and the livelihoods of their families.



**World's Finest** prides themselves on being one of just nine companies in North America who manufacture their chocolate from 'bean-to-bar.' They import, roast, and grind all of their cocoa beans in their own nut-free factories. By using the finest raw ingredients and unique family recipe, they deliver the satisfaction your fundraising customers desire!



**Aunt Sarah's** is busy year-round developing and producing products to guarantee absolute freshness for your enjoyment. All their products are made with the finest ingredients and much care is taken to ensure the highest quality. Proudly Canadian, they entered the fundraising market by developing their Simply Delicious Bar. We dare you to eat just one!



**Rocky Mountain Chocolate Factory** has been entertaining chocolate consumers in Canada since opening their first store in Whistler in 1988. All of their chocolate creations are exclusively handmade. As a member of the World Cocoa Foundation, they're working to ensure the sustainability of cocoa, health of the planet, and prosperity of cocoa farmers around the world!

## Why is fundraising important for CPF?

- ▶ Added money provides more French services/products locally
- ▶ Builds relationships in the community and with the school administrators and teachers

# MORE SNACKS – SWEET & SALTY

Can't decide on sweet or salty? No problem! Get the best of both worlds from these delicious vendors who will be happy to help you accomplish your fundraising goals!



From savoury to sweet, spicy, or just downright decadent, **YOW Popcorn Company** truly has a flavor for everyone! They are an Ottawa-based company creating hand-crafted gourmet popcorn for all to enjoy. And their popcorn pairs perfectly with beverages of all types. YOW Popcorn is the perfect snack for any occasion—or even none at all!



**Yummy Lix Gourmet Lollipops** is Cima's flagship brand. For over 25 years, Cima Confections has had one mission: to produce specialty gourmet lollipops that satisfy all tastes, creating smiles on faces of all ages. The smooth-mouth feel and long-lasting flavors are sure to make you a Yummy brand fan!



What about **Pretzel Rods** for a tasty fundraiser with a twist? Their high-quality Pretzel Rods are traditional salted, crispy pretzels but with a sweet twist of milk chocolate and candy coating. From Crunchy Toffee and Rainbow Sprinkles to Cookies n' Cream and Double Chocolate Crunch, Pretzel Rods are a great success among sweet tooth supporters!



For the past 25 years, **McSweeney's** has proudly provided Canadians with delicious meat snacks made with care. They don't own or operate any farms, but they understand the fundamental importance of good animal welfare practices and the link between animal health, animal welfare, and food quality/safety. Give them a try for your next fundraiser!



Let's be serious: who doesn't love maple syrup?! **Érablière au Boisé du Lac Maple Syrup** has products that won't miss for your next fundraiser! From maple syrup energy bars to maple butter to good old maple syrup, they have something for everyone. Delicious, natural, and Canadian. A winning combination!

## Why is fundraising important for CPF?

- ▶ Elevates the CPF profile by providing CPF branding and communications opportunities
- ▶ Provides CPF Chapter volunteer and team building opportunities



# BAKED GOODS AND COOKIE DOUGH

Cookie dough, cinnamon rolls, and baked goods. What more needs to be said?! Give these products a try for your next fundraiser!



**IN-DEY-GO Fundraising** offers unparalleled service and a wide variety of Canadian-made products, making it easy for your school or organization to reach its fundraising goals. With 10 classic flavours of cookie dough to choose from, including wheat-free Macaroon cookie dough, they're sure to have a flavour that will satisfy any sweet tooth!



**Cookie Dough Drop™** is a great way for groups of all kinds, schools, teams, clubs and more to raise funds. You can sell their pre-portioned dough drops that are packed to go straight from your freezer to your oven. This is a fundraiser parents, friends, and kids will love!



Raise money for your team or charity through a **Cinnabon** fundraiser! The application process is simple and there is no cost to get started. Once approved, you pre-sell orders of their world famous Cinnabon Minibon rolls and you make \$3 per order. To qualify, groups and associations must be non-profit organizations.



First opened in 1929, **Grant's Bakery** has a mission to make the highest quality products possible. They sell artisan-style breads, rolls, donuts, sweet goods, Christmas fruitcakes, and shortbread cookies. With a group of dedicated and conscientious employees, they have made as much as 300,000 pounds of Christmas products annually. Now that's a lot of fruitcake!



**Sugarplum Desserts** is proud to be celebrating 35 years as a local, family-owned company. Their delectable cookie dough is made with the finest ingredients, but don't get out the mixer! Their cookies go straight from your freezer to a cookie sheet. No fuss and no dishes. Can you smell those cookies baking already?

## Why is fundraising important for CPF?

- ▶ Empowers students who help raise funds for events and opportunities that will benefit them including building a sense of accomplishment and self-esteem as fundraisers

# COMMUNITY Fundraising ACTIVITIES

The people involved in CPF Chapters have proven not only resourceful but very creative over the years. Whether selling food items such as cookies and pies, to selling coupon books or movie tickets, to organizing fundraisers as part of community and school events, they leave no opportunity untapped.

Some use national company offerings made available for the purpose of selling to raise money, while others work directly with local vendors to create their own mutually beneficial agreements, selling items and retaining a percentage of each sale.

CPF Chapters were asked to share their successful projects via a Chapter survey in 2019. The following ideas share the collated results we received. We hope to continue featuring and sharing innovative Chapter ideas – so don't hesitate to let us know what worked for you and your school community!



# Here we have listed a few of the many fun and innovative ways that CPF Chapters have undertaken fundraising over the years.

## Hosting Community Meals and Silent Auctions

Preparing and hosting community dinners, luncheons, or breakfasts and sell admission tickets to people living in the local area. Spaghetti dinners, pancake breakfasts, and crab feeds are popular options for fundraising meals. A silent auction is another fundraising activity that may be suitable with auctioned items having typically been donated by local businesses. Many times, auctions are held on the same day as a fundraiser dinner or luncheon.

## Local Restaurant Partnership

You can reach out to a local restaurant to organize a dining event, a portion of the night's earnings proceed to your cause. All you have to do is reach out to the restaurant's manager and agree on a partnership. After you've settled the details of the event you will just need to invite your friends, family, fellow Chapter members, etc. The more people that attend the event, the more money you can raise!

## Crowdfunding

Many websites nowadays allow you to run a crowdfunding campaign. What does it mean? You can set up a profile where people can easily donate. To make it more interesting you can offer something in exchange of the donation, like CPF swag! Website examples: GoFundMe, Kickstarter, Indiegogo, and many more.

## 50/50 Raffle

It's exactly the same as any other raffle, the only difference is that the winner gets half the funds and you get the other half! This one is easy to organize but you do need to promote it and sell the tickets, it also serves as a good way to bring awareness to your Chapter.

## Dog Walking Service

This can be organized in your neighbourhood or in the school. Offer dog walking service in your community, you only have to invest time! Older children can get involved by helping to walk them. Charge per walk and let pet owners know about your cause and where their money is going.

## Coin Drive

There are many variations to this classic fundraising activity, you can keep it simple and ask local shops or establishments to showcase your donation jar.

## Used Book Sales

This is a classic fundraising idea, it involves asking your community to donate books and then you have to organize the sale! It is a fun activity, make it extra CPFy by asking for French books! Since the books will not cost you anything the effort remains in getting the books and organizing the sale.

## Community Classes

Within your Chapter or among your colleagues and friends, you sure have many hidden (or not so hidden) talents! From coding to cooking, to handyman skills. Put up expertise to use and set up a class to raise money. Charge admission and you could also place a jar the day of the class so participants can donate more if they liked the class.

## Envelope at a Restaurant

Similar to the local restaurant partnership, you can also reach out to a local restaurant and ask to leave envelopes on tables so that patrons can donate. It won't garner a ton of donations but it could still raise awareness.

## Bottle and Can Drive

Find a location where people can bring recyclables to exchange for money, if people are hesitant to bring them to your location, offer to pick them up or set up a prize for the person who donates the most.

## Quarter Kilometer

Ask for quarters to stretch them 250 m (a quarter km) if you reach this goal, try getting the full kilometer.

## Gift Wrapping Fundraiser

Great during the holidays but also during Mother's Day or any other big events in your community. Set up a wrapping table and ask for a donation to get gifts wrapped.

## Pumpkin Carving Contest

Organize it at school or local community! Charge a small fee for people to carve a pumpkin and enter the competition. Great during fall and Halloween.

## Junk or Electronics Donations

You know what they say... someone's trash can be someone else's treasure. Ask for junk donations, while some items won't be able to be resold you can still get some money by bringing them to recyclers.

## Open House

Establish a partnership at a landmark location or a place that it is not normally accessible in your community, like a museum, a gallery or something similar. Charge for admission, guests will be able to get to know your Chapter while also having a unique experience!

## Tried and true CPF fundraising activities:

- Student Craft or Art Shows
- Car Wash
- French Movie Night
- Community Yard Sale
- Family French Trivia Night
- Volunteer Action
- Family French Bingo Night
- Candy grams
- French Read-a-thon

# FRESH ESSENTIALS – FOOD AND PRODUCE

Whether you're looking to create a cheese platter or a quick, healthy meal for your family, these products are sure to put a smile on people's faces!



**Springbank Cheese Company** is owned and operated by the Hemsworth family who have been in the cheese business since 1960. Today, they sell more than 400 kinds of cheese, including imported products from around the world. Their facility in Woodstock, Ontario adheres to the highest health standards to ensure you get the best product possible!



**De Simone Farms** is family owned and operated, located in Kelowna, British Columbia. Depending on whether you run a Fall or Spring fundraising campaign, they offer a selection of Okanagan Valley Tree Fruit, Citrus, Sparkling Juices, and Certified Organic Extra Virgin Olive Oil from near their home in Italy, and Balsamic Vinegar from Modena.



Since **Fresh from the Farm's** launch in 2013, 1,700 schools have raised over \$1.5 million for school initiatives, selling 3.5 million pounds of fresh Ontario-grown fruit and vegetables. Fresh from the Farm is the only school fundraiser eligible to all Ontario's publicly funded schools, selling Ontario-grown fruit and vegetables. Truly a profitable and healthy fundraising model!



**MacMillan's Gourmet Frozen Foods** has been operating for over 35 years in Acton, Ontario. MacMillan's is committed to offering the highest quality products at fair prices. With the introduction of straight-line profit margins, schools, daycares, sports teams and clubs are raising hundreds of thousands of dollars for their causes!



Vitamize your next fundraiser by offering a healthy choice to your customers! At **Orange Aide**, their specialty is fundraising. Their oranges and grapefruits will put sunshine and happiness in your next campaign. Orange Aide is a family that will work with you from start to finish, assuring the success of your fundraising campaign!

## How to Maximize Fundraising Efforts

- ▶ Set concrete, focused goals
- ▶ Know your target audience
- ▶ Create a wish list for items, services needed

# COFFEE AND TEA

Looking to give your fundraising campaign a jolt of caffeine? Check out these providers who are serving up hot cups of coffee and tea to start your day on the right foot!



Tired of selling the same high fat, high calorie candy bar or overpriced low profit fundraising products? **Coffee 4 Causes Fundraising** fundraising is easy to start, easy to administer, and will yield more profit for your efforts than most fundraisers you have tried. Contact them today to discuss the possibilities!



**Kicking Horse Coffee** supplies organic and fair-trade coffee roasted in the Rocky Mountains. In the true nature of fundraising, their beans will be sold to your non-profit organization at a discounted rate. You decide the selling price and all profits made go back into your organization. Here's to putting the fun back in fundraising!



**Mochaberry Coffee** Coffee is local and independently owned in Orangeville, Ontario since 2004. Their fundraising program includes their most popular products to appeal to a wide range of customers. Mochaberry Coffee offers your group special pricing so you can earn a profit of \$3.50 per bag of coffee or \$7 per pound!



**Deadly Grounds Coffee** makes fundraising easy! They provide customized packaging with your pictures, organization logos, or other graphics on the packaging at no additional cost. Any of our coffee flavours and roasts can be used for the program and they will work with you to customize your fundraising program. Win-win!



Are you trying to come up with an easy and fun way to earn some money for your team, school, club, or event? Canadians LOVE coffee – especially **Sparkplug Coffee!** Roasted fresh, whole bean or ground, with a blend (and caffeine level) to suit all tastes. Getting started is simple...check them out today!

## How to Maximize Fundraising Efforts

- ▶ Develop a plan and follow it
- ▶ Make giving easy - have lots of way to give - online, in person, lots of payment options

# SEEDS AND FLOWERS

Nothing beats planting seeds in your backyard, on your balcony, or inside your home and watching your garden bloom! These companies will help 'grow' any fundraising campaign!



**Veseys Bulbs and Seeds** has a mission to nurture the success of Canadian gardeners by providing superior, quality-tested products, expert gardening knowledge, and outstanding customer service. Veseys has been around since 1939 so they know a few things about gardening! They strive to make every fundraising campaign a success!



**West Coast Seeds'** Fundraising program is a great option for schools and community organizations who are concerned about the environment and want to cultivate strong communities. Organizations earn 40% of every packet of high-quality seeds that they sell. West Coast Seeds provides Canada No.1 standard seeds that are untreated, non-GMO, and suitable for sustainable organic growing.



**Make it Sow** provides an easy, eco-friendly way to fundraise with green gardening programs. Garden themed programs help your organization to support "Go Green" and are a fun, profitable, and helpful way to teach our youth more about gardening. Make it Sow is a proud Canadian company, dedicated to providing customers with outstanding service and value.



**Family Flowers** is a popular, local business and has been for over 20 years. This type of fundraising has proven to be quite successful with many different groups. It is a fresh alternative to accumulate funds for your organization and it appeals to all sorts of individuals – after all, who doesn't enjoy a beautiful pot of flowers!



Over the years, **Growing Smiles** has made many connections with people who are raising funds for their communities. Selling plants is an easy, fun, and healthy alternative to the overdone chocolates and sweets. Growing Smiles believes in social and environmental responsibility so you can rest easy knowing you're supporting a conscientious business!

## How to Maximize Fundraising Efforts

- ▶ Set donation amounts – have a clear idea of how much you are asking and from whom
- ▶ Brainstorm ways to get items for free

# CUSTOM CLOTHING AND APPAREL

It's time to give fundraising a sense of style! Check out these cool companies who design custom clothing and apparel which will give your campaign the look it deserves!



Each year **Entripy Custom Clothing** screen prints over 4 million custom t-shirts from their 50,000 square foot facility located in Oakville, Ontario. With t-shirts in more than 100 colours to choose from, as well as sweatshirts, golf shirts, hoodies, caps, promotional products, tote bags, and more, the custom branding options are virtually endless!



**Spiritwear Canada** are expert creators of quality custom screen printed and embroidered clothing. They produce custom designed clothing for schools, businesses, and retail with exceptional quality and fast service throughout Canada. Trust their expert team's passion for design and apparel with your next custom T-shirt or promotional project!



Fundraising with custom shirts and apparel from **Ottawa Custom Clothing** is a great way for schools, non-profits, and others to raise money. When it comes to a good cause, there are always people out there who'd love to support it but sometimes they just don't know how. People want to support good causes so give them an excuse!



At **Canadian Custom Apparel** in Vaughan they're all heart. They were established in 2009 and continue to be your one stop custom shop for all your apparel and promotional needs. They will walk you through the entire process and they take great pride in the overall customer experience. Give them a call!



Located in Winnipeg, Manitoba, **PrintedShirts.ca** can help you brainstorm something that fits your event AND your budget. They have a solid reputation having worked with non-profits like Canada's Royal Winnipeg Ballet and Manitoba Lung Association. They know that price is important. Talk to them. They'll work with you to make your fundraiser successful!

- ▶ Keep your branding and message consistent to help raise your visibility and profile

# GIFT CARDS, COUPONS, AND OTHER MONEY SAVERS

Give your supporters the power to choose!  
Try selling gift cards or coupons for your next fundraiser. People will appreciate the freedom to buy what they want!



FundScrip

**FundScrip** is an established, Canada-wide fundraising program in which your supporters pay for their shopping (groceries, gas, home & garden, entertainment, restaurants, and much more) with gift cards. Each purchase automatically includes a donation to your cause. Really, you're just asking supporters to change their method of payment!




Johnny's Coupons™  
Simple as 2 For 1

Headquartered in Moncton, New Brunswick, **Johnny's Coupons** is the leading publisher of coupon books in Atlantic Canada. Coupons provide huge savings to consumers, enables local charities to raise much-needed funds, and provides cost effective advertising for local businesses. Their motto is "Simple as 2 For 1" and are committed to a "Win! Win! Win!" philosophy!



SCRATCHCARDS

The **Scratchcard** program is a safe, simple, and profitable fundraiser. Each participant is given a scratch card that has the potential to raise \$100. Participants invite supporters to scratch off a coloured circle that will reveal the amount they'll donate. Each supporter is given a national brand name coupon sheet as thanks. Easy and fun!



THE GREAT LITTLE  
COUPON BOOK

The **Great Little Coupon Book** is now available to help you with your fundraising efforts. Get 50% off, 2 for 1, and other great offers from local companies that your family will be sure to enjoy. Cutting back on your expenses is easier than you might think and can be a whole lot of fun!



ShopFunds™

**ShopFunds** is a new robust fundraising solution brought to you by Progressive Fundraising. The program is for community organizations that does not cost supporters one extra penny to participate! Progressive Fundraising purchases gift cards in bulk, sells them to community organizations at a discount, and you sell the gift cards at face value to your supporters.





# Fundraising 101

## ▶ WHY IS FUNDRAISING IMPORTANT FOR CPF?

- ▶ Added money provides more French services/products locally
- ▶ Builds relationships in the community and with the school administrators and teachers
- ▶ Elevates the CPF profile by providing CPF branding and communications opportunities
- ▶ Provides CPF Chapter volunteer and team building opportunities
- ▶ Empowers students who help raise funds for events and opportunities that will benefit them including building a sense of accomplishment and self-esteem as fundraisers

## ▶ HOW TO MAXIMIZE FUNDRAISING EFFORTS

- ▶ Set concrete, focused goals
- ▶ Know your target audience
- ▶ Create a wish list for items, services needed
- ▶ Develop a plan and follow it
- ▶ Make giving easy - have lots of way to give - online, in person, lots of payment options
- ▶ Set donation amounts - have a clear idea of how much you are asking and from whom
- ▶ Brainstorm ways to get items for free
- ▶ Keep your branding and message consistent to help raise your visibility and profile
- ▶ Look for partnerships in the community, find ways to recognize them as donors including their in-kind donations
- ▶ Share your successes as you hit milestones - post on social media, in school announcements
- ▶ Send thanks to all your donors - It costs less to retain donors than to recruit new ones

# SUPPLIES FOR SCHOOL AND HOME

Check these companies out and see the useful school and home supplies that'll be sure to impress for your next fundraising campaign.



**Smencils** are the finest smelling pencils you'll ever come across. Not only are they made from rolled newspapers, but all components of the product are made from recycled or environmentally-friendly substances. Why not sell some Smencils for your next fundraiser?! They're fun, useful, and smell great!



Looking for an alternative to candy bars? Why not consider First Aid Kits! **Canadian Safety Supplies** offers quality products made right here in Canada. Furthermore, their First Aid Kits can be customized in terms of contents and they can even include your organization's logo on the Kit itself, if needed.



The **X-tails Book Fundraiser** is a Canada-wide fundraising program. They help children become better readers and develop a lifelong love for books. Each of the X-tails books is full of action, is funny, and has a positive message. With themes like inclusion, sportsmanship, and bullying, the X-tails books continue to grow in popularity with kids and families.



**Start Right Supplies** not only supports education, but communities as well. Students are supplied with custom labelled, quality school supplies in time to start the year. A predetermined fundraising kick-back is paid out in the Fall based on a percentage of the total of all purchases. Essentially your school fundraises money just by partnering with them!



**Mabel's Labels** story began in 2003, when four busy moms noticed a huge gap in the market for durable kids' labels. Now, they create personalized peel and stick labels that safely go in the laundry, dishwasher, and microwave. They're a reliable product that parents love and they're perfect for all your kids' stuff!

### How to Maximize Fundraising Efforts

- ▶ Look for partnerships in the community, find ways to recognize them as donors including their in-kind donations
- ▶ Share your successes as you hit milestones - post on social media, in school announcements

# FRENCH EDUCATION MATERIALS

With these resources you will be able to diversify your fundraising efforts while making French learning resources accessible to other parents, it is a win-win situation!



**Bescherelle** One of the most widely known French grammar books and a must for every student. You can get new books at a discounted price through CPF National, allowing you to resell in your community at a higher price. Keep the earnings for future activities or for your Chapter needs. No minimum purchase necessary.



**Myosotis Dictionary** The creators of the first FSL Dictionary! They offer different resources created for French immersion and core French students, CPF Members get a 15% discount. Check out their website to discover the full collection.



**Watermelon Works** A great resource to discover and master French sounds, they offer phonemic awareness and phonological decoding games. For each game sold, 10% of the proceeds go back to your Chapter.



**Books** We have a selection of books for all ages, from short stories for FSL learners to research and history books about bilingualism in Canada.

- ▶ Send thanks to all your donors — It costs less to retain donors than to recruit new ones

# CPF SWAG

To support and personalize your other fundraising efforts and events, we offer a variety of CPF-branded products. From mugs to recyclable straws, we are constantly updating our catalogue. Check the CPF National online store at [cpf.ca](http://cpf.ca) for the most recent items. These are some of our popular items:



**HATS**



**CLOTH BAGS**



**BOOKMARKS**



**LUGGAGE TAGS**



**CARDS**



**FRENCH ACTIVITY BOOKS**



**REUSABLE STRAWS**



**WATER BOTTLES**



**GOODNIGHT BAGS**

## Fundraising 101

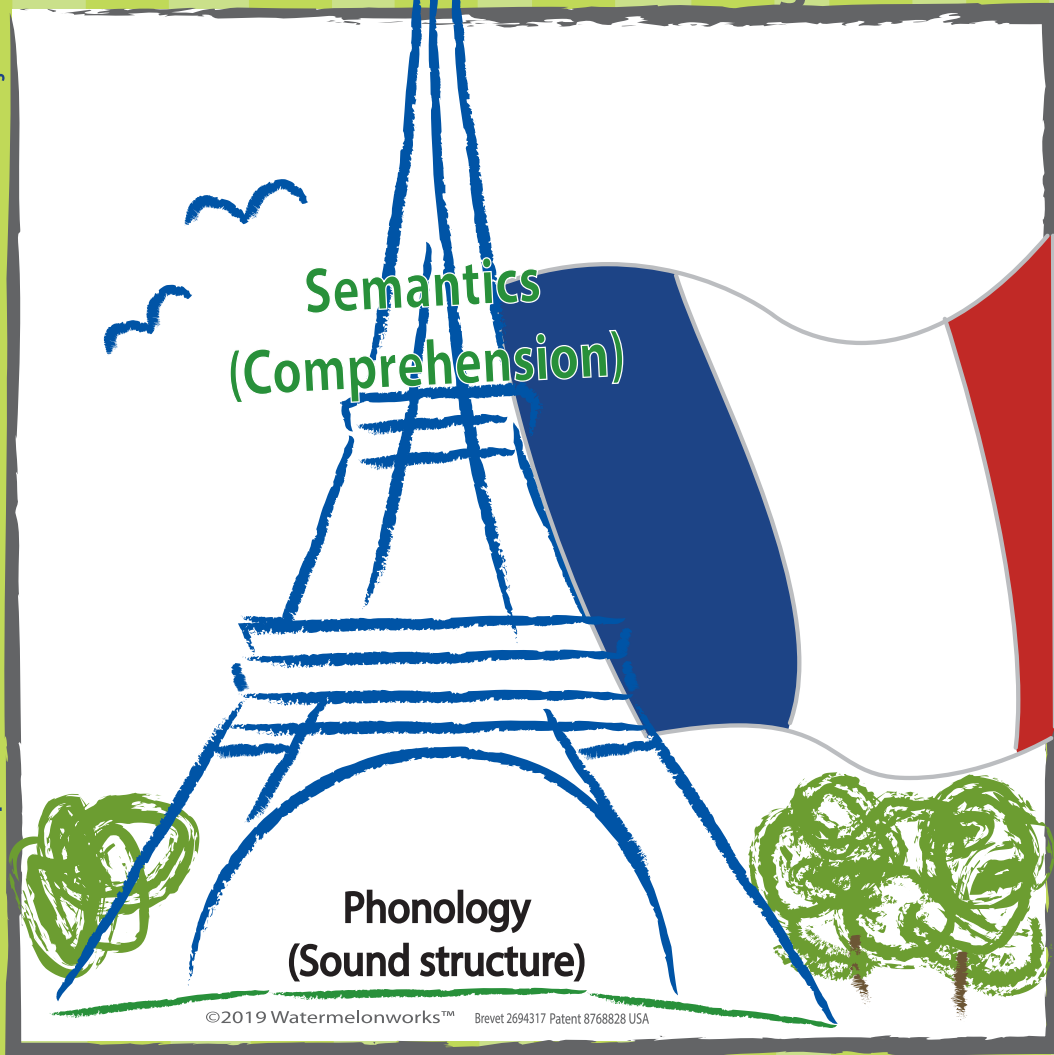
### Why is fundraising important for CPF?

- ▶ Elevates the CPF profile by providing CPF branding and communications opportunities
- ▶ Provides CPF Chapter volunteer and team building opportunities

# Engaging students one sound at a time!

## Les sons Français

Une aide de la prononciation et l'identification des sons français!



An aid to pronunciation and identification of French Sounds!

# French Sounds

[www.watermelon-works.com](http://www.watermelon-works.com)

By just knowing the proper letter-sound blends

## YOU CAN

readily read, write, speak and develop accurate fluency that results in better comprehension skills just by knowing how to decode the language.



**Watermelonworks™ French Sounds**  
decodes the language one sound at a time!



Une méthode qui décode la langue.

# It all starts with an idea



**CANADIAN  
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FOR FRENCH**

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