

## HOW TO EXECUTE A SONIC HOLIDAY GRAM FUNDRAISER:

*\*\*Planning for this fundraiser should start at least 3 months in advance.*

*\*\*2-3 volunteers needed to execute properly.*

1. Set up your dates for when you will start your sale. It is suggested that you run the sale for about 10 days and end the purchasing on the Friday before the actual holiday so that your volunteers have the weekend to finish up the addressing.
2. Create flyer for your event with the following verbiage:

***Send a Holiday Gram to someone you love! Parents and family members can send them to the children and the kids can send them to friends and teachers! A Sonic Holiday Gram is a little note that includes a holiday greeting along with a certificate for a FREE small slush! Each Sonic Holiday Gram is \$1 and you can order up to XX. (With our maximum number of Sonic Holiday Grams we provide, you may consider a limit.)***

***The Candy Grams will be addressed to the children and delivered to them in their classrooms on (Date of Holiday).***

***We have a limited number of Sonic Holiday Grams, so they will be sold on a first come, first serve basis. Get your orders in early, we do sell out!***

***At the bottom of the flyer have a form for them to fill out with the child's name, their class, the recipient(s) and the recipient(s) class.***

***Make sure you give a cut off date along with instructions on how money will be collected.***

***\*\*YOU CAN ALSO CHOOSE TO SET UP A BOOTH AND SELL THEM BEFORE/AFTER SCHOOL AND DURING LUNCH.***

3. Order Sonic Holiday Grams at [www.SonicofPhoenix.com](http://www.SonicofPhoenix.com). Click "Community Partners" then "Elementary Schools" to locate order form.
4. Make arrangements for a school representative to pick up the Sonic Holiday Grams at the corporate office.
5. Make copies of your flyers to and distribute school-wide on designated start date.
6. As orders come in, have your volunteers begin addressing them.
7. Distribute on Valentine's Day/Halloween.