



# LIQUID GOLD

A HEALTHY NEW WAY TO FUNDRAISE



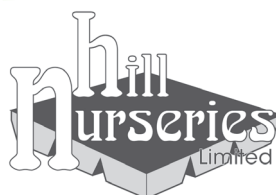
**HASTINGS  
INTERMEDIATE  
SCHOOL** *The Get Involved School*

**CASE STUDY**  
February 2014  
Hawkes Bay

**Funds Rasied - \$9,000.00**

|                            |  |
|----------------------------|--|
| <b>School / Group:</b>     | Hastings Intermediate School   |
| <b>Decile</b>              | 2  |
| <b>Role / Membership</b>   | 530  |
| <b>Fundraising Project</b> | 2014 School Camp   |
| <b>Fundraising Scope</b>   | 4 Week Campaign<br>Across Hastings<br>10 sachets per student goal  |
| <b>Preparation Done</b>    | In-school Liquid Gold presentations<br>Letter to parents<br>School Newsletter<br>Letterbox drops<br>Classroom practice<br>Liquid Gold 'Gold Bags' supplied<br>School branded stickers on products  |
| <b>Fundraising Results</b> | <b>\$9,000.00</b>  |
| <b>Notes On Campaign</b>   | Majority of sales were in the first three days.<br>Social media was effective in reaching beyond the school community.<br>Tying sales to individual student's camp sponsorship increased motivation.<br>A larger pool of students selling increased returns.<br>Supportive local businesses increased sales through staff and customers. |
| <b>Conclusion</b>          | A short campaign with focused goals and returns directly applied in correlation to the individuals efforts created a highly effective fundraiser.  |

*Get your fundraiser underway today!*



CONTAINERISED SEEDLING PRODUCTION

**LIQUID GOLD**

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