

# LIQUID GOLD

A HEALTHY NEW WAY TO FUNDRAISE



**CASE STUDY**  
Hawkes Bay  
2014

**Funds Rasied - \$1,800.00**

<b>School / Group:</b>	Clive School
<b>Decile</b>	7
<b>Role / Membership</b>	226
<b>Fundraising Project</b>	2014 School Camp
<b>Fundraising Scope</b>	4 Week Campaign Across Clive and District 5 sachets per student goal
<b>Preparation Done</b>	In-school Liquid Gold presentations Letter to parents School Newsletter Letterbox drops
<b>Fundraising Results</b>	<b>\$1,800.00</b>
<b>Notes On Campaign</b>	Well organised campaign contributed to success. While campaign over-ran by 1 week, 80% of sales were in the first week. Tying sales to individual student's camp sponsorship increased motivation. Supportive local businesses increased sales through staff and customers. Ongoing sales continue to support the school after the campaign.
<b>Conclusion</b>	A short, well organised campaign where the returns are directly applied in correlation to the individuals efforts was an effective fundraiser.

*Get your fundraiser underway today!*



CONTAINERISED SEEDLING PRODUCTION

**LIQUID GOLD**

Rodney Butcher

Phone: 0800 733 636

Mobile: 021 323 883

Email: [rodney@hillnurseries.co.nz](mailto:rodney@hillnurseries.co.nz)

Web: [www.hillnurseries.co.nz](http://www.hillnurseries.co.nz)