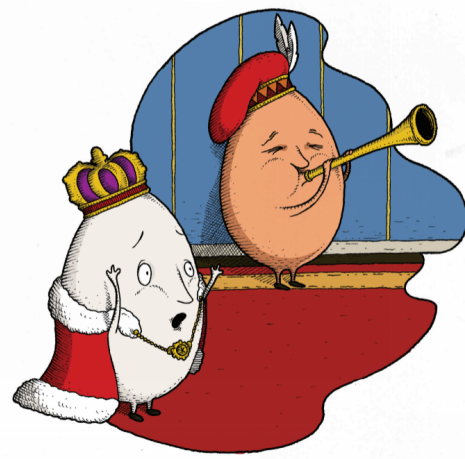


# Fairytale Fraud Fundraiser



## Fundraiser Timeline



### WEEK 1

#### Newsletter

Announce fundraiser is coming soon!

#### Class/Assembly focus

Read story within classrooms  
Set book related school or classroom activities  
Launch any competitions

#### Communications

Print and display posters around the school.  
Display the books in the school office so people can read them.

#### Admin

Identify best payment approach for your school.

### WEEK 2/3

#### Newsletter

Advise parents that notices are in school bags and provide website links to more information.

#### Class/Assembly focus

Continue book-related activities  
Use YouTube clips to 'get to know the author' or schedule virtual class visits (may be a cost).

#### Communications

Send order form home in school bags.

#### Admin

Prepare to receive payment.

### WEEK 4/5

#### Newsletter/Seesaw:

Reminder that order forms are due in.  
An all of school message and seesaw posts are recommended here.

#### Class focus

Focus on school or classroom activities

#### Communications

School wide email to remind parents about orders.  
Competitions due in.

#### Administration

Collect and manage orders and money.  
Make order request to Fairytale Fraud. You can order extra to sell from the school office.

### WEEK 5/6

#### Newsletter

Report on fundraiser success.  
Announce competition winner/s.

#### Class focus

Focus on school or classroom activities

#### Communications

Send thank you's to fundraiser supporters.  
Send any endorsements or feedback to Fairytale Fraud.

#### Administration

Receive and distribute books.  
Sell any additional books from the school office.

