

Fundraising Stall Checklist - How to Plan and Run a Stall

If you're running a fundraising stall for The Orangutan Project, there are a number of items you'll need to bring with you. You will need to order merchandise, adoptions, banners etc via the Merchandise Order Form.

For equipment such as tables, marquee etc, you can purchase these items if you're planning to do a number of stalls, or you can use the local TOP Volunteer Team's resources (if there is a local team).

What to do before your stall:

1. Research possible stalls in your area - local markets, community festivals, vegan expos
2. Book your stall (check with the VFM if the fees are more than \$50) and get any other permissions required
3. Send Public Liability Insurance to the organiser (see the link on our [Tax Deductibility and Legal Information](#) page)
4. Order merchandise via the [Merchandise Order Form](#) (check with the [VFM](#) if you're not sure how much to order) at least three weeks before your stall
5. Organise people to help you set up and run the stall - e.g. friends, family, workmates, local volunteers (email TOP volunteers at least five weeks before your event)
6. Organise all your equipment - buy, borrow or use the existing team's equipment
7. Get a float of \$50 (mostly coins and \$5 notes) to ensure you have enough change
8. Print out all the materials you'll need:
 - a. Adoption / donation forms
 - b. Volunteer / newsletter sign-up form
 - c. WHS Policy
 - d. Incident and injury form
 - e. Volunteer roster (for larger events and festivals)
 - f. TOP Talking Points Guide
9. Organise the materials you'll need e.g. pens, scissors, blu tack, cable ties
10. Ensure your EFTPOS machine is on charge for at least 24 hours in the leadup to the event
11. Check the EFTPOS machine is working - ideally days before your event

What to do when you arrive:

1. Set up table, tablecloth, banners
2. Arrange merchandise neatly without cluttering the table
3. Put donation boxes on the corners of the tables
4. Put adoptions in a prominent position
5. Keep most of your merchandise in boxes so it stays clean and new
6. Put up a 'display copy' of each of Leif's books and keep the rest in boxes
7. Display one or two t-shirts and keep the rest in boxes

8. Keep t-shirts inside plastic bags as they have the sizes on them (don't let people try them on before buying)
9. Put EFTPOS machine and cash box in a secure place - such as behind a sign
10. Count your merchandise before everyone arrives (place number in the 'Start' column on Merchandise Tally Sheet) - this helps with your final tallies
11. Check your EFTPOS machine is working and fully charged
12. Place the volunteer and newsletter sign-up sheet out

Running your stall

1. Keep a tally (using the five mark system) of each sale you make - marking whether it is an eftpos or cash sale
2. Write on the back of each eftpos receipt (e.g. '1 toy & \$10 donation' / '1 monthly adoption and 2 soaps') - this is so helpful for when you do the banking form
3. Focus on encouraging people to take out a \$18 monthly adoption - it's the most effective way to support orangutan conservation
4. If you donate items as part of a raffle or silent auction, note this on the tally sheet
5. Encourage people to donate even if they aren't interested in buying merchandise or adopting an orangutan - every dollar donated goes directly to our work in the field
6. Check the TOP Talking Points Guide if you need a refresher on what to say

After the event

1. At the end of the event, add all cash together - including donation boxes and cash box (minus your original float)
2. Ask another volunteer to check your calculations
3. Print out a total receipt from each EFTPOS machine
4. Count up your remaining merchandise and add the totals in the 'End' column on the sales tally sheet
5. Identify your total income for your EFTPOS and cash
6. Referring to your sales tally sheet, identify if there are any discrepancies and try to work those out on the night (e.g. sometimes people forget to write on the back of receipts or note sales or donations on the tally sheet)
7. Fill out the [Banking Form](#) as soon as you can to reduce errors and ensure Finance has the details within two business days
8. Bank the cash at a Westpac Bank within two business days (bank details are on the banking form)