



# LIQUID GOLD

A HEALTHY NEW WAY TO FUNDRAISE



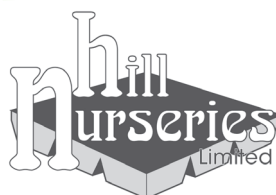
**CASE STUDY**  
Central Hawkes Bay  
2014

**Funds Rasied - \$2,400.00**

<b>School / Group:</b>	Waipawa School
<b>Decile</b>	3
<b>Role / Membership</b>	139
<b>Fundraising Project</b>	IT Equipment
<b>Fundraising Scope</b>	1 Term Campaign Across Waipawa and District 5 sachets per student goal
<b>Preparation Done</b>	Liquid Gold presentations to parent organisers School Newsletter Letterbox drops Liquid Gold stand established in main street Liquid Gold sales displays in most local businesses Christmas Gift Packs (3x sachets) packaged and offered with discount Parent organiser attended all Galas and school events for promotion
<b>Fundraising Results</b>	<b>\$2,400.00</b>
<b>Notes On Campaign</b>	Committed parent organiser contributed to campaign success. Supportive local businesses increased sales through staff and customers. Traditional school loyalties made sales in other school zones difficult.
<b>Conclusion</b>	The extraordinary support of a parent organiser and business community buy-in made this campaign successful despite a lack of wider support.



*Get your fundraiser underway today!*



CONTAINERISED SEEDLING PRODUCTION

## LIQUID GOLD

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