

# FARROW MEMORY SPEAKERS

AWAKEN YOUR BRAIN. TRANSFORM YOUR LIFE.



## Farrow Memory Fundraiser Instructions

Dave Farrow, Guinness Record holder for greatest memory, and his Farrow Memory Speakers are in demand around the world. Memory Seminars from Dave or his speakers can be costly due to speaking fees and speaker availability, but The Farrow Memory Fundraiser is a great way for your organization or school to make money while having a fun, educational and exciting seminar. Not only does this amazing event (valued at over \$5000.00) cost you nothing, but you will make money during the event.

**Note:** Farrow Memory Speakers are rigorously tested and certified through Cal State University and are personally approved by Dave Farrow himself. Every speaker will give an organized and informative talk on the Farrow Memory System. Mastering this system will raise grades, slow age related memory loss, improve memory, and much more.

### Fundraiser Kit Contents

**Flier:** A promotional flier to help you promote the event. Feel free to make copies and hand out to students or volunteers. Every student or volunteer should have a few to help explain what the fundraiser is all about.

**Coordinator Form:** Volunteers are people who help to raise money by selling tickets to the seminar. Every group of students or volunteers has a coordinator whose job it is to collect receipts, money and orders, make attendance lists, and send these items to Farrow Memory in a timely fashion.

This Coordinator Form is for the Teacher or Volunteer Coordinator and is used to keep track of orders in an organized way. Every time a student or seller brings in order receipts, simply fill the necessary information on the sheet. Information includes: Group/Organization Name, Student/Seller Name, Seminar Attendee Name, Tickets Sold, and Funds Raised.

**Receipt Forms:** These are the forms that the customer actually fills out when purchasing seminar tickets. Please make sure all orders are written clearly and recorded on the Coordinator Form. If there is a credit card order, please make sure it is scanned and emailed or faxed to the Farrow Inc. head office for processing. Make sure you receive confirmation that the order went through before adding to the attendance list.

**Certificates:** Farrow Inc. provides certificates to top sellers in each fundraiser campaign. For school fundraiser campaigns, the top 3 individual ticket sellers will receive certificates. For other non-school fundraiser campaigns, the top 5 individual ticket sellers will receive certificates.

**\*Prizes:** In addition to certificates for top sellers in school fundraiser campaigns, we encourage students to sell tickets with the added bonus of prizes awarded for the following categories:

- **Top Selling Classroom** – A Pizza Party, paid for from fundraiser proceeds.

- **#1 Individual Top Seller** – Farrow Memory 6 DVD memory set

(Other suggested prizes include: Egyptian Pharaoh hat, 1 lb chocolate bar, Farrow Memory logo t-shirts, Farrow Memory Buttons)

- **#2 Individual Top Seller** – Farrow Memory Instant Speed Reading CD and DVD Combo set

(Other suggested prizes include: Egyptian Pharaoh hat, regular sized chocolate, Farrow Memory logo t-shirts, Farrow Memory Buttons)

- **#3 Individual Top Seller** – Farrow Memory 4 CD Millionaire Memory set

(Other suggested prizes include: Egyptian Pharaoh hat, Farrow Memory logo t-shirts, Farrow Memory Buttons)

**Note:** Prizes are available for adult groups on request and include variety of Farrow Memory logo t-shirts.

## **Announce the Fundraiser Campaign**

1) Hold a meeting or make an announcement to inform your group or school about this fundraiser campaign. Be prepared to answer questions that students or volunteers may have. Top questions include:

Who is Dave Farrow? (or) Who is this Farrow Memory Speaker?

- Google “Dave Farrow” and the first 5 pages will give you an idea of who Dave is and what he does. Farrow Memory Speakers in your local area are Dave’s trained and certified memory agents, because Dave himself can’t be everywhere at once. Videos of Dave Farrow explaining memory can be found on several of our websites and supplementary materials can be provided upon request.

- What will students or volunteers sell?

Students or volunteers will sell tickets to a memory seminar at the school or group location. Fundraiser proceeds will be split between the speaker and the school or group.\* See Fundraiser Agreement

- What prizes are there for top sellers? For top selling classes or groups?

See above for Prize and certificate info. Prize items are subject to change based on the requirements of the group, but we suggest Farrow Memory programs for school students and either Farrow Memory programs or logo t-shirts for adult volunteers. These prizes are in addition to certificates and pizza party for top selling school classroom. Prizes and incentives should be discussed with Farrow Memory prior to announcing these items to the group involved.

## **Get Organized**

2) You will need students or volunteers to sell tickets and you will need teachers or coordinators to monitor incoming ticket orders and associated information. For schools, we recommend that teachers or trusted teacher helpers serve as coordinators. For other groups, someone may volunteer or be elected for the job.

3) Give to Coordinators a master Coordinator Form, several large manila envelopes and enough Fliers and Receipt Books for all students or volunteers. Coordinators may also choose to sell tickets.

The master Coordinator Form should be taped to one large manila envelope, to serve as a collections pouch for incoming Receipt Books and cash or cheque payments.

## **Sell Tickets!**

4) Coordinator will distribute four copies of the Receipt Form, a Flier and a large manila envelope to each student or volunteer. Student or Volunteer should write their name on the front of the envelope.

Each receipt page has two Receipt Forms; each Receipt Form has room up to four tickets per order. If payment is by credit card, be sure to use a separate order section for separate credit card payments, even if there is still room on the previous receipt for another attendee.

\*Please begin a new, blank Receipt for any new ticket customer, regardless of payment method.

When filling out the Receipt, the Customer gets the pink copy while the organization or school gets the yellow copy and the white copy is sent to Farrow Inc.

Cash or cheque payments and all receipts must be collected in the large manila envelope by each student or volunteer ticket seller.

5) Students or Volunteers should do their best to promote the memory seminar and sell tickets. Students or volunteers who sell enough to fill in all four Receipt forms must submit all Receipts and payments to Coordinator in their envelope before they can get new blank Receipt forms. Students or

Volunteers who are unable to fill in all Receipts must submit any order and payments along with all unused receipts to coordinator. Extra Fliers should be available from coordinator upon request.

Coordinator will collect all Receipts and payments from Students or Volunteers and track ticket and sale information on the master Coordinator Form. After information is transferred from orders to Coordinator Form, Receipts and payments will be transferred from Student/Volunteer envelope to master Coordinator envelope. Student/Volunteer envelope will be returned to student empty and ready to be filled again.

Note: Receipt forms must all be returned and accounted for, even unused forms. This is to ensure best practices in all fundraising activities.

## **Collection of Payment**

6) As all credit cards will be charged by Farrow Inc. and all cheques must be made out to Farrow Inc., it is important that all customer Receipts and payment be submitted to Farrow Inc. in a timely fashion for processing. We suggest that organization or school submit documents and payments to Farrow Inc. on a weekly basis, leading up to the Fundraiser Seminar event. Please speak further with your Farrow Memory Speaker or Farrow Inc. head office to arrange for this, but please note the following;

All Receipts should be scanned and e-mailed to Farrow Inc. head office at [andreaz@davefarrow.com](mailto:andreaz@davefarrow.com) for credit cards to be charged. Once e-mailed, original white receipts should be placed in an envelope for delivery to Farrow Inc. head office.

All cheques will be added to envelope with Receipts.

All cash payments may be collected by school or organization and held until Memory Seminar. As all cash payments will be recorded on Receipts, Farrow Inc. will reconcile cash payments with cheque and credit card payments when totaling funds and applying School/Organization and Farrow Inc percentages. After the event, any outstanding amounts will be sent to Farrow Inc. or from Farrow Inc. depending on the number of cash tickets ordered.

All payment information must be submitted to Farrow Inc. one week prior to Memory Seminar event, when possible. Credit card payments collected in the last week before the Memory Seminar may require additional time for processing.

## Memory Seminar

- 7) Prior to the memory seminar event, Coordinators may wish to consolidate all Attendee lists (on Coordinator Forms) into one alphabetical Attendee/Attendance list for paid customers. Additional tickets may be purchased at the door in cash only.
- 8) We encourage each fundraising organization or school to promote this event to the wider community as an open to the public event. You may wish to contact your local newspapers, radio stations, magazines, etc. to promote the event.

## During or After the Memory Seminar

**Optional:** Awards and prizes for fundraiser sales may be given out at the seminar itself only if all payments are collected in advance of the seminar, with enough time to receive payment and tally sales results.

If late payments and ticket sales cause a delay in the final tallies and prize winners, we suggest that a separate date and time to announce winners. This may also coincide with pizza party for best selling classroom or group.

## Important Final Note

This event is a partnership between the group or school and Farrow Memory. Please understand that Farrow Memory and the Farrow Memory Speakers are taking the risk that this event may not have enough people to be financially viable. We do reserve the right to cancel an event if ticket sales are not high enough to justify the expense of travel and time of our speakers but we want to do everything we can to prevent this from happening. Please help us make this business model work effectively by promoting the event vigorously so we can help more kids and reach more people with this great information and help you raise more money!