

World's Finest® Chocolate: Rooted in Shared Success™

Frequently Asked Questions— Fundraising Safety

This FAQ document is designed to assist you with answers to challenging questions about safely fundraising.

To whom should students sell World's Finest® Chocolate?

We suggest that students sell to family members, friends, and trusted neighbors only. Many students achieve success with their fundraising efforts when their parents take the World's Finest® Chocolate to work and sell to coworkers. These alternatives to selling door-to-door are safer than selling to strangers—and more effective in generating sales.

Should parents supervise their children while fundraising?

Parents should always supervise their child while fundraising, even when children are selling to trusted neighbors. The only truly safe way to allow children to fundraise is with constant supervision by a parent or guardian and by only allowing students to sell to people they know.

The only truly safe way to allow children to fundraise is with constant supervision by a parent or guardian and by only allowing students to sell to individuals they know, such as family, friends, and neighbors.

Are schools liable for the safety of a fundraising program?

No. Because fundraising takes place outside of school hours and off school property, schools are not liable for accidents that may happen while fundraising. However, they are responsible for communicating safe fundraising procedures to students. This can be held in the form of a fundraising kickoff. The fundraising safety message should be made abundantly clear to students *before* the fundraising efforts begin in full force¹.

How can schools instill the message of safety into their schoolchildren?

Although it is important to have firm and healthy standards of safety for a fundraising campaign, safe standards mean nothing if they are not put into practice. The only way to ensure that they are put into practice is by repetition and appeals to self-interest.

A useful and common way of instilling safe fundraising principles is through a kick-off meeting that involves the whole school. This type of kickoff meeting should repeat the fundraising principles such as: “Don’t go out alone,” “Be careful who you sell to,” and “Don’t sell to strangers”.

Keep the basic message simple: students sell to people they know, and parents take the rest to work.

Is it OK for children to sell alone?

Children should *never* sell alone. Selling alone, particularly to strangers, is an unnecessary risk to take. The safest way to sell fundraising items is by calling family members and asking them to support the fundraising efforts by purchasing some World’s Finest® Chocolate.

According to the Association of Fundraising Distributors and Suppliers (AFRDS), “Children should never be allowed to sell door-to-door unless directly supervised by a parent or adult. Fundraising companies, school and organization leaders and parents must be diligent in assuring that children participate in fundraisers in a safe manner.”

You can partner with local retailers, such as grocery stores, to have children sell in front of the store. Again, however, children should always be accompanied by an adult.

What should communication between parents and children about fundraising look like?

Children and parents should keep constant communications open about fundraising efforts. Parents should be very clear with their children not to sell to strangers. At no point in the fundraising process should parents or guardians ever be left in the dark as to what their children are doing in order to sell fundraising items².

Setting clear and firm boundaries as to what is permissible and what is not permissible is crucial, and it is the parents’ responsibility to communicate these boundaries.

The basic message is simple: students sell to people they know, and parents take the rest to work.

What role should schools take in the safety of a fundraising program?

Because most fundraising activities take place off school grounds, schools are not directly responsible for the safety of their students' fundraising activities.

What should children do with the money they collect by selling World's Finest[®] Chocolate?

Students should never carry around large quantities of cash while fundraising. This is an unnecessary risk. They should keep money at home in a safe, secure location, and their parents should know where the money is being stored. The money should remain there until it is time to turn the money in to the school.

Sources:

¹ http://www.afrds.org/fundraising_safety.html#5

² http://www.eric.ed.gov:80/ERICWebPortal/search/detailmini.jsp?_nfpb=true&_ERICExtSearch_SearchValue_0=EJ603842&ERICExtSearch_SearchType_0=no&accno=EJ603842