

Top Fundraising Tips



1. 10 Tips For Kids

- Sell products to family members first
- List your potential donors and approach them for their support
- Explain to your potential donors the purpose of your fundraiser
- Be cheerful and courteous
- Use the Buddy System
- Do not enter homes
- Say 'Thank you' whether they buy or not
- Empty your collection envelope after each fundraising effort
- Turn in all money
- Have Fun!

2. Sales Techniques for Scouts

Perfect your introduction. Never start with the question "Would you like to buy..?" because the standard answer is 'NO.' Scouts should introduce themselves, their troop and their troop goal with major emphasis on the GOAL. What's the money going to provide? Student volunteers who communicate the organization's purpose make better ambassadors.

3. Sales Techniques for Scouts

Look "professional" & say "thank you". A nice appearance and identifying apparel adds credibility and helps make the sale. If selling popcorn, it is permissible to wear your Scout uniform. Remember to say "thank you for helping us meet our goal," and restate the goal.

4. The Right Incentive Prize

What could be worse than no incentive prizes? Investing in incentive prizes which simply don't motivate your participants! Make sure the prizes you get are relevant to your participant's age group and interests. Ask them what they'd like to receive as incentives given a certain budget.

5. Motivate Team Work

Top Seller or Team Prizes: This is a great way to motivate the Scouts and get them working as a team-perfect synergy! If you're a small troop, you can create teams by putting your participants in groups of twos, threes or fours. If you're a large troop you can do it by patrol. You can offer the best selling patrol a free pizza party, a field trip outing to the place of their choice; and ask them what they'd like.

6. Reward The Early Bird

You can offer early bird prizes to the first, second and third person who reaches a specific objective by a certain deadline. For example: if you launch the fundraiser on Monday, you can say the first three people that generate \$100 in sales or more by Friday will receive a \$15 gift certificate.

7. Set Clear Goals, Firm Deadlines

Barb Lewis, veteran fundraiser and staunch supporter of a high school in Lilburn, Georgia, has fought and won the battle against fundraising fatigue. She believes one of the best ways to beat burnout is to establish clear fundraising goals and set firm deadlines for reaching those goals. "Identify what you need, how much money is required and how long it will take to get it," said Lewis. Otherwise, she says, fundraising activity can be never-ending. At her school, Lewis sets beginning and ending dates for all fundraising projects. "That way everybody knows that there will be closure."

8. Fundraisers - Do a Few and Do Them Well

Most fundraising companies who work with organizations to raise money agree that, with fundraising, less can be more. Your fundraising company should be consulting its customers to do only a few fundraisers but, importantly, to do them well. Not only should schools and school groups be watchful of their own fundraising efforts, many advise that it is good practice to know what other groups in the area are doing to raise money.

9. Know What Others Are Doing

Today children and their parents are fundraising for their schools in addition to raising money for other groups. So it's important to know what, where, when and how others are doing in fundraising. "I wouldn't dream of selling cookies in January because that's when the Girl Scouts are at work," says elementary school principal, Nora Gledich. "The last thing we want to do is duplicate the efforts of others and over saturate the community. We'd only hurt each other." At her school, Gledich works with the PTA at least one year in advance so that they can coordinate fundraising efforts with neighboring schools and other groups (youth leagues, scouts, etc.) who may be selling in the community at the same time.

10. Product Quality Counts

The old saying "You get what you pay for." Is true for fundraiser campaigns and they're fundraising products. The quality of the product you sell to your supporter is a direct reflection of your group. It will also have a direct effect the next time you fundraise. Higher quality fundraising products will leave people with a positive image of your cause. It will also make your current and next fundraiser easier because supporters will be eager to buy from you, resulting in higher profit.

11. Fundraise At Your Games and Events

Have you ever considered selling products in the stands during games, tournaments, and other events? Well you should because high people traffic equals higher sales. Plus you can raise more in less time. Some groups are so good at this, supporters look for them at each game and event. Sports fundraiser tip: sell sport pops in your team colors at your next game.

12. No money to buy up-front? No problem!

Does your group have little money to buy fundraising products up-front? Choose an order-taker fundraiser. Getting an order-taker fundraiser started costs you nothing. Take your orders, collect your money up-front and then place your order with your fundraising company. A simple way to raise funds without putting any money up-front. (Works well with our Trails End Popcorn Show & Sell program.)