

2021 Sales Tips

Sales Tips #2

Keep up the good work!

I hope that your fundraiser is off to a great start! If you are collecting paper order forms it can be kind of hard to gauge how sales are going until the forms come back at the end. The most successful fundraisers have motivated coordinators like you who are actively involved in their fundraisers. The best thing you can do is take an active approach to your fundraiser. Below are five quick tips to help lead your team to success.

How to be an Active Coordinator

1. Check in

Remind participants about the fundraiser, ask how sales are going, give tips on social media and messages they can send.

2. Make a Schedule

Plot out your key dates: Pre-launch, Launch, Drive and Conclusion. Then share your timeline with your participants. Providing participants with specific goals gives them a solid guideline to adhere to. For example, providing sales goal milestones like, "At least 8 orders by April. 22nd!"

3. Advertise

Send out newsletters, hang up posters, post it to school or community info boards, publish multiple posts to social media, publish to community websites, send out reminders and make weekly announcements!

4. Talk Sales

Send out an update of your goals and how close you are to reaching it. Remind them what you still need to build that playground or buy jerseys or go on that trip. Offer incentives to top sellers.

5. Use your Resources

Find additional marketing material on your resources page.