



# Tips For Success

## 1 **Make SMART Goals**

Specific, Measurable, Attainable, Relevant and Timely. How much do you want to raise? Set a goal.

## 2 **Develop a Plan**

Determine how much you would like to sell, and how much you would like to market your fundraiser. Create an agenda for yourself over the duration of the fundraiser. Set specific dates for sharing on Social Media. Who do you want to sell to? Who are potential customers? Target your fundraising efforts. Contact you most generous, supportive and passionate supporters first!

## 3 **Add Your Personal Order First**

Select "Customer Orders" from the Team drop-down menu to view a list of all online orders. You must review this list and cancel any that shouldn't be delivered (such as unpaid or duplicate orders) to have them removed from your bill.

## 4 **Best Prospects**

Who is most likely to buy from you? Make a list and start with your top customers. Last-years buyers, relatives, neighbours, friends, and co-workers. You can also make a secondary list for other community members you are connected with such as sports teams, your doctor, hairdresser, church, dentist, or bank. Think about people you have purchased something from and add them to the list.

## 5 **Advertising**

You are selling a great product. It's healthy, practical, and beautiful. Use posters, descriptive wording, local bulletin boards, social media, emails, text messages, and word of mouth. Share your fundraiser on social media at least twice. Participants who share on their personal platforms raise an average of 22% more. Saturate your own resources. This is like a mini-business, market it!

## 6 **Excitement and Enthusiasm**

An excited seller motivates customers. If you are excited about the product you are selling, your customers are more likely to get excited too. IT takes time and effort to stay motivated, but it can really boost sales and make the fundraiser even more beneficial for you and your group. Take an active role with your own personal progress updates, email reminders or social media.

## 7 **Participate**

If everyone is involved, and sells even a couple orders, it adds up into your groups grand totals. Ask your team coordinator if they have any ideas for where to canvas. Do your best, have fun and stay involved! With fundraisers, every little bit helps.

