



2020 Sales Tips #1



Sales Tips

Make the Most of your Fundraiser

We hope your sales are going very well as your customers gear up for this Fundraising Season! We wanted to offer a few tips that will help you gain even MORE sales and achieve your fundraising goal.

Tip 1: Challenge each of your participants to an individual target

Challenge them to sell 3, 5, 10 or 25 plants each. This will go a long way to the success of your program!

- Your sellers can't take aim if you don't have a target (did you set a goal first?)
- Motivate with a reachable, yet challenging goal
- Create a friendly competition - offer a prize to the winning participant, team or class (gift cards, pizza party... the options are endless!)

Tip 2: Send a message to your friends and family

Emails, text messages, and Facebook messages... are all excellent ways to reach out to potential customers! You can receive orders by having your friends reply to your message or by directing them to your team fundraising web page to place an order. It's easy.

Step 1: Create a text message letting them know about the fundraiser and that you would be thrilled with their support (see example).

Step 2: Send to friends and family and encourage them to spread the word.

- Attach a photo of the order form with prices filled in.
- Include your team's fundraising website link so they can order online right away.
- Follow-up a few days later if you didn't receive a response.

Tip 3: Utilize Facebook, Instagram and other social media platforms to market your fundraiser to family and friends

- Create a post about your fundraiser and share so your friends can see.
- Include pictures and directions on how to place orders, deadlines, who they are supporting with the order, how the funds will be used and impact them, etc.
- Ask other participants to post and share about the fundraiser too!
- Send private messages to friends asking for support