



2020 Sales Tips #2



Sales Tips

Keep up the good work!

I hope that your fundraiser is off to a great start. If you are collecting paper order forms it may be difficult to gauge how sales are going until they are collected. Motivated coordinators that are actively involved in the process have the most successful fundraisers. The best thing you can do is stay engaged, check out these tips for some ideas.

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 October. 27th!"

3. Advertise

Send out newsletters, ask us for our custom posters to hang up and post 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.