

Tips for Success

MAKING THE MOST OF YOUR FUNDRAISER

1. Make SMART Goals

Specific, M 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 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 your most generous, supportive and passionate supporters first!

3. Add your Personal Order First

People tend to match the amounts already listed on your page or order form. Customers like to see what others have ordered, and will typically base their own orders on that. When customers see that you have submitted your own order it builds a trust and authenticity for the product you are selling.

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 about it 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 posts.

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.