

Sales Tips #2

How to be an Active Coordinator

I hope that your fundraiser is off to a great start. If you are collecting paper order forms it maybe 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, keep up the good work, and check out these tips for some ideas.

1 Check in

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

2 Make a Schedule

Plot out your key dates: Pre-launch, Launch, Drive, and Wrap up. Then share your timeline with your participants. Providing participants with specific goals helps them stay organized while collecting sales. For example, provide simple tasks or sales goal milestones like, "Collect at least 8 orders by October 27th" or " Post on social media twice with our website link"

3 Advertise

Publish on your webiste, send out emails and newsletters, hang up posters, post to school or community info boards, publish multiple posts on social media, send out reminders, and make weekly announcements! You can also leave order forms at local lawyers/doctors offices, hotels, and restaurants. There are lots of ways to spread the word to your community.

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 resource page.

- Under your Team drop down menu there is a resources page you can access
- Use pre-made templates for posters, parents letters and more!

