



Sales Tips #1

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 campaign!

- 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 message letting them know about the fundraiser and that you would be thrilled with their support. Include instructions on how they can place an order and when the deadline/pickups are!

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



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 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, 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 website, 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!

