

How to Succeed with Our Grab Bag Fundraising Program



This could be one of the most powerful Fundraising programs ever created, but if you don't have a sales plan in place to ensure your success, you may never know. As with most things, the success (or failure) of your fundraiser rests on your preparation.

1. Promote It

-Before your fundraiser starts, start talking about your goals for your fundraiser, and what you'll be able to do if you reach them. Once we've created your label, share it with your members via email, facebook, web posting, etc... to start generating excitement.

2. Take Names

-Use the **Sign Up Sheet**, or edit the **Permission Form** to suit your fundraiser, and distribute it to your members. If you hand it out in class, follow up with an email and attach an electronic version of your Permission Slip to it.

-Bonus Tip - Require that your members bring back the signed permission slip whether they plan to participate or not.

3. Prospect

-Have each participant list 10 people they'll ask to purchase items.

-Brainstorm places they can go to sell all 10 items at once (i.e.. church, 4H or Scout meetings, sporting events - any place where groups of people gather.)

4. Follow Up

-Be sure to fill out the Grab Bag **Distribution List**, so you know who's received product to sell.

-Once the Grab Bags arrive, send an email to the families, with sales suggestions. Stress that the parents take the Grab Bags to work, club meetings, etc...

- Check in periodically, to see how your members are doing.

5. Group Effort

-Get a few members together, and set up a table outside your local supermarket. Many shoppers have coffee on their shopping lists, so selling it should be easy, and since you're working together, it's a lot less intimidating for your more timid members.

6. Back Up Plan

-If a couple of participants still have some items after 2 weeks, then ask one of your dynamic sellers to do their magic, and help out.

8. Go For It

-Instead of running a one-time sale, try a **Gourmet Grab Bag Drive**, to see how much money your group can raise in a given time (1, 2 or 3 months). You can reorder with us as many times as you like, and as long as we're shipping by the case, you're making 50% Profit! We've had groups double their previous year's income through this strategy.