

10 Keys To Making Your Fundraiser A Success!

1. **Set a GOAL**

Goals are needed for the group, and for the individual students. It's hard to reach a goal if you don't know what the goal is.

Success is EASY—It just takes EVERYONE!! Shoot for 100% Participation!!

2. **Have your Students write down the names of 10 Adults they know**

This is their “prospect list”. When they get home, they should contact each of these folks and tell them about the fundraiser.

Your participants should have an EASY time selling. Tell them not to wait until tomorrow. Get started tonight—kinda like getting homework out of the way. If they put it off, they won't do it!

3. **Leverage FREE Advertising! Promote your sale on Facebook**

Don't forget to bring Attention to your Fundraiser whenever you get the Chance!!

As the Coordinator, take 5 minutes to visit *We CARE! Coffee Company's* Facebook page and “like” your Group's Custom Label and add your own comments to promote your sale.

Now...get everyone involved with the fundraiser to “like” it too! What a fabulous FREE form of advertising!! Don't overlook the power of social marketing. It's HUGE!! *We CARE! Coffee* will load your custom label to Facebook and state why you are raising money – for all your Facebook friends to see!! Your out-of-town friends and family, that connect with you via Facebook, can easily support your fundraiser with online purchases. More about that in Key #4!!

Announce your fundraiser during assemblies, in newsletters, fliers, morning announcements, posters in high traffic areas – what ever it takes to get noticed, and get the word out.

4. **Don't forget Online Sales**

All of the products in our catalog (*and more*) are featured in our online store. If your students have friends or family who live out of town, they can support your group through electronic purchasing. We even have a **Coffee-of-the-Month Club (available online only)** for people who'd like to continue receiving fresh-roasted coffee through out the year. We'll ship directly to them. For online purchases, your group will receive 25% of all purchases made to support your group. Proceeds are paid out quarterly.

If each student promotes online sales, you will see a real boost in your profits!!

5. **Suggestive Selling**

“Would you like to help my group by purchasing 3 items?” “Would you like some hot chocolate too?” There's a reason McDonalds asks “Would you like fries with that?” It could really double, or triple each sale.

Keep in mind, selling 1 Grab Bag is a FAST way to sell 10 items to 1 person. Suggest they share the items at their office, store the coffee in their freezer, give as thoughtful gifts or resell to their family/friends.

6. **Sell the Quality**

Tell your supporters that our coffee is 100% Arabica, roasted specifically for their order and hand packed. It is extremely fresh! Let them know your custom-labeled hot cocoa is made by

Guittard, one of America's finest chocolate makers for over 100 years. Numi teas are hand-blended organic whole leaf teas.

You can learn more about all of our products at our online store: www.wecarecoffee.com.



7. **This is HUGE! ~ Increase Overall Participation!**

If everyone participates – even if some of them only sell one item, consider rewarding the group for their Team Effort! Simple things such as: extra free time on the playground, an ice cream party, etc...are great motivators. As Coordinator it's your job to know what will motivate your group. Don't know?... find out! The hardest part for kids is asking for that first sale. Give 'em a reason to want to do just that!! Ready ... Set ... GO!

We encourage you to reach for 100% participation and reward TEAM EFFORT!!



8. **Reward Students who sell 10 items+ to a Special Event.**

Ex: Pizza or ice cream party, Picnic in the Park Party, DJ Dance Party... get creative! Of course this depends on the size of your group and age level of participants. Again...creativity is KEY.

This may take some special planning with a few volunteers—but highly effective!!



9. **Check in with the Kids**

Half-way through, ask for a show of hands of all the students who have participated so far. If some students haven't started selling yet, make sure they've made a prospect list, as suggested in item #2. Tell them you'll be checking in tomorrow to see who's called the people on their list. You could also ask a student who has started selling

to share with the others how EASY it is to sell. You just have to get started!

Parent Coordinators who do not see the students daily, should have the teachers do this for them!!



10. **Call the Parents**

Some people are afraid to pick up the phone! It's time to get out of your comfort zone if you stepped forward to be a Fundraising Coordinator!! **Hoping for the best after you've handed out order forms –is not the way to run a successful fundraiser!!** Do this...and we guarantee you will have poor results!!

Go the extra mile and call some parents to simply give a friendly reminder about the fundraiser. Tell them what you're trying to accomplish, and what their participation would mean. *Your efforts will, be rewarded if you take the time to do this. Don't have time to do this one alone? Set up a phone tree with a few extra helpers!!!!*



11. **Bonus Tip** If you haven't received a copy of our ebook, "Fundraising Strategies 101 – A Guide to Help You Achieve your Fundraising Goals", you may download a copy at; www.wecarecoffee.com/graphics/documents/Fundraising_Strategies.pdf We created it to help you make your fundraisers as successful as possible. Your participants are also invited to our website: www.wecarecoffee.com for some quick sales tips that include a phone script and email example to increase their success.

I hope your fundraiser is a huge success!

*Contact me if you need more ideas - 1(866)554-1225 ~
dave@wecarecoffee.com ~ Good Fundraising! ~ Dave Strand*