

# TIPS FOR SUCCESSFUL SALES

Good planning equals great profit

*A guide to make the most of your fundraiser*

Feel-good fundraising that brings communities together

Tools Expressions Fundraising will provide you:

- ✓ product sample
- ✓ posters
- ✓ order letter templates
- ✓ coordinator's guide
- ✓ layout selections
- ✓ digital suite of images for social media

Download marketing tools from our website: [www.expressions.com.au/resources-and-downloads](http://www.expressions.com.au/resources-and-downloads)

## Timing

Give yourself plenty of time to plan your fundraiser. Give participants lots of notice that the fundraiser is happening and be sure that it doesn't compete with other fundraisers or activities at your school or in your community. Consider coordinating with a relevant calendar event such as Mother's Day, school anniversary or Christmas for the fundraiser.



## Communicate and Spread the Word

- Email customised letters to parents or include info in school weekly emails.
- Add to the School E-news app or organisational app.
- Send out your online ordering store link to everyone.
- Put a notice in the school newsletter.
- Post in your school or local community social media pages.
- Stick up posters and display your sample in a high traffic area.
- Once you have your design approved, we recommend including it in another parent order letter and posting a print-out in a common area.
- Make announcements in assemblies or team meetings.
- Place announcements on websites.



*Keep your community engaged and up to date with regular communication.*

## Motivate and Engage

Tell everyone your \$\$\$ goal and what you are raising funds for. People will engage and advocate for your fundraiser if they know how much you want to raise and what the money is being used for.

For example, "We need to sell 200 tea towels to buy new books for the kinder room." Make it personal – 'it is about you, your family and our community'.



## Involve

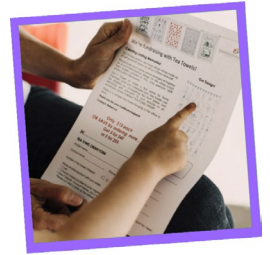
Get lots of people involved. The more ownership you give people the more they will promote and support the fundraiser.

Give specific tasks to share the workload. Work closely with volunteers, teachers, staff or committee members to get everyone excited and involved in the project.



## Momentum

Remind Remind Remind. Keep talking about it and don't be shy. Digital Media is instant and a great way engage regularly, keep the fundraising effort and time line, order cut off times front of mind. We all lead busy lives these days and reminders and diary notes are mostly welcomed.



## Easy ordering

Make ordering & paying easy:

- Use your school's existing canteen or uniform online order system like Flexischools OR
- Utilise the Expressions online store which we can set up for your group to take orders online directly from family and friends. Convenient, quick, and cash free.



## Incentivise with Multibuys

Give a discount for bulk purchases as a way to sell more tea towels. That is, give discounts for families buying more than 1. For example: buy 1 tea towel for \$20 each or SAVE by ordering 3 or more for only \$18 each. You'll be surprised at how many families will go for the savings as parents jump at the extra value.



## Preorder

Preordering guarantees you will order the right amount. Although once your finished products arrive, many families will decide they want one or wish they had ordered more.

## Order up for a price drop

When you know how many you want to order look at how close you are to the next price drop bracket. Sometimes it's worth ordering a few extras so your per item cost drops. This is an easy way of increasing your fundraising dollars. It can also pay to order extras for those who missed making an order by the deadline. It costs less to order extras on your first order than placing a reorder at a later date. You may even be able to use left over product at an upcoming fete or for prizes.



## Sponsors

Consider approaching a local business and including their name and logo in exchange for a donation to school. This is a fabulous way to add value to your fundraising project.



## Thank

Thank people often and loudly. Acknowledging everyone's efforts is the best way to keep people involved and engaged in any future projects. Thank people personally for their individual contributions.



## ★ Top Tip

Get the kids excited by talking about the project. It's a wonderful keepsake and fun way to remember all their friends and teachers. Just like a year book on a tea towel.