

# Fundraising Made Easy - Sales Tips

A guide to make the most of your fundraiser and make GREAT PROFIT!



## Take advantage of the marketing tools we provide

We provide a product sample, posters, parent order templates and a digital suite of images for social media. Start spreading the word by sending home the customised letter to parents, putting a notice in your newsletter, using social media, sticking up posters and displaying your sample in a common area. Once you have your design proof we recommend including it on your parent order letter and posting a print-out in every participating classroom and at the office.

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

## Know your numbers and offer an incentive price

Give a discount for bulk purchases - make sure you do your math so you're still making a nice profit even when you've discounted for a bulk purchase. We recommend finding the right "buy 3 for \$XX" and 'buy 5 for \$XX' prices. You'll be surprised at how many people will go for the savings.



## 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. An easy way of increasing your fundraising dollars.

Also, it pays to order extras for those who missed making an order by the deadline. It costs you less to order extras on your first order than placing a reorder at a later date - the reorder minimum is 30. It's always good to ask us how many you ordered in previous years and if a reorder was ever placed.

## Set a goal & communicate often

Tell everyone your \$\$ goal and what you are raising funds for. People will get behind your fundraiser if they know how much you want to raise and what the money is to be used for. E.g., "Our aim is to get 150 tea towels orders to raise funds to buy new play equipment for our kids." Make it personal.

Keep your community up-to-date by publishing weekly results, e.g., create a money 'thermometer' that everyone can see. Use newsletters, notice boards, group emails, social media, assemblies and your website to let people know how close you are to your goal.



## More Quick Tips

- make ordering & paying easy by using your school's canteen or uniform online order system
- get the kids excited by talking about it at the school assembly and showing the sample
- communicate order deadlines often
- order some extras to sell at other planned events like a fete or cake stall
- make sure teachers and staff are included on the design
- display the design at all school events

Call us - we are here to support you!

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