



EXAMPLE FUNDRAISING EMAILS

Send to (Previous Supporter)

Subject: I could really use your help today!

Hey (Name)!

As you may remember, last year you were awesome to help (name of team) raise enough money to pay for (previous cause i.e. travel baseball tournament fees). That was the best experience for the (team mascot) and we would love to do it again. Can you help us once more? This year we have teamed up with the best fundraiser around and we have a webstore for you to order directly from.

Check it out! (Add link)

I think you will really like the (pick a product to talk about here: all natural Route 40 Bug-A-Way since you spend so much time outdoors). They have everyday useful products for below retail price. You can order online and our team gets 30% back from your sale. That's a big win for everyone. **Will you help us?** (Add link) I know we can't do it without your support.

Thanks (Name)!

(Include a team photo if possible)

Send to (New Supporter)

Subject: Some Exciting News!

Hey (Name)!

I wanted to share the latest news with us. The (name of team) has an amazing opportunity to be a part of (event). Everyone is just thrilled. We have only one obstacle in our way to get there and that's where I could really use your support. The team needs (total amount needed) to be able to participate. This year we have teamed up with a fundraiser that offers useful products for below retail price. You can order directly from our webstore and our team gets 30% back from your sale. **Check it out!** (Add link)

It was important to us that we find a fundraiser that provided value and I think we did. Will you take a look?(Add link) (pick a product to talk about here: I really like the Baggie Combo, it's all the right sizes for one low price.) I'm sure you can find something too.

Will you help us? (Add link)

Thanks (Name), your support would mean so much to the (team)!

(Include a team photo if possible)

EXAMPLE SALES SCRIPT



Remember to have a smile on your face

1. State your Name!

Hi, my name is _____

2. Who are you with?

I am with the _____

3. Why are you raising money?

We are raising money to/for _____

4. How are you raising money?

We are offering products that every family can use.

Do you wash clothes? (wait for response)

How about the dishes? (wait for response)

And I bet you like saving money too? (wait for response)

Great, see I already found a couple of reasons why you should take a look at my fundraiser. It has everyday products that most family use below retail price.

5. Ask for the order!

Would you help my team and purchase something you could use everyday?

Don't forget to THANK them for their support!

The Most Common Objections and How To Overcome Them

1. Objection – I'm really not sure I would like it.

Response - That's O.K. they make great gifts and Christmas is coming up (or Mother's Day, Father's Day, Valentines Day, Easter, etc.). You could order one and give it to a friend or relative. That way you could still help us out and do something nice for someone else too. We sure could use your help.

2. Objection – I don't have any money.

Response- That's O.K. We have an online store where you can order and pay using a credit card.

3. Objection – I just gave to another group.

Response - Your donation is tax deductible. Plus, these are items that store easily and you could buy now and save them for later use. We sure could use your help.

Remind them how much they could be saving. 5 gallons of the comparable laundry detergent retails on average \$90, that's a \$41 savings if they buy a bucket from you.

TIPS FOR A SUCCESSFUL CAMPAIGN



EMPHASIZE SETTING PERSONAL GOALS

Have sellers commit to an individual goal. Provide a minimum sales amount each seller has to reach for the team goal to be achieved. Include incentives for both individual top earner and over all team achievement.

ENCOURAGE A PROSPECT LIST

All sellers should make a list of prospective customers before they start. They should stick to the people they know: friends, relatives, neighbors, etc.

HYPE UP THE CAMPAIGN

Create a Facebook Event to help raise awareness to your upcoming campaign. Be sure to invite all members of your group and ask them to share and like the event too.

REHEARSE THE SALES PITCH

Have everyone practice your group's sales pitch at home. Fine-tune your value proposition and make sure that every seller uses it.

BE PREPARED

Arm each seller with their order form and team website link. Share the Tips for a Successful Social Media Campaign.

PERSONALIZE BY PICKING FAVORITES

Tell each seller to find one or two items that he or she likes and then promote those enthusiastically. "The Sugared Apple scented candle is great."

MAKE IT EASY TO BUY

Do everything you can to make buying easier. Offer to fill out the order form for them. Share the team's order website and remind them that they can pay on-line.

RE-CONTACT MISSES

Do a follow-up sales pitch to those who weren't available the first time around.

TIPS FOR A SUCCESSFUL SOCIAL MEDIA FUNDRAISER



Create an “event” on Facebook ahead of time!

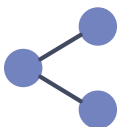
Start promoting your fundraiser early by creating an “event” a few days before the kick-off date. This will help build awareness around your fundraiser. Post often and ask parents to like, share and comment. Start a countdown before your event, “Only 2 days until kick-off!”.

Take time to tell your story, why are you fundraising? Create the urgency of your cause.

Post often.

Once your fundraiser starts, post everyday to encourage support and awareness. Be sure to post on significant days like kick-off day, mid-sale, and a few days before your deadline. Posting between these important dates will only help add to your success!

- *Post your goal updates. Communicating your goals and results are super important.*
- *Share who the top raisers are to help motivate other participants.*
- *Don't forget to tag or comment on participants personal posts promoting the fundraiser. The more interest their post has the better overall exposure the fundraiser will receive.*



SHARE Fun Photos.

It's always a great idea to share fun photos collected during your fundraising campaign. Who doesn't like seeing a bunch of kids having fun?!



Create a video message.

Videos are very powerful. Create a short 1-2 minute video and post it on all the social media accounts you have. Be sure to talk about your fundraising goal amount, how the funds will be used, and ask supporters to like & share the post to help spread the word!

IMPORTANT! Be sure your social media posts include:

1. A plea for help! State your goal and how the funds will be used.
2. Your online ID and link to your webstore
3. Deadline date
4. Always ask participants and supporters to like and SHARE!