

Fundraising TIPS



TRAIL LIFE USA®

Adventure › Character › Leadership



1.



2.



3.

Here are three proven tips for Product Sales fundraising this fall.

TIP ONE:

Decide on ONE fundraiser that will cover your budget and spend 4-5 concentrated weeks, selling as a TEAM, in September and early October. You'll soon be DONE fundraising for the year, and you won't have to "nickel-and-dime" the parents to death, asking them to pay out-of-pocket!

TIP TWO:

DON'T set up a table in front of Walmart or ask passers-by: "Do you want to buy some chocolate or discount coupons or flashlights or whatever?" If they wanted to "buy" your product, they'd walk inside Walmart and find it for a third of your price! If you feel you must sell an inexpensive food product, at least do it in front of a store that doesn't carry things like that!

TIP THREE:

Take orders for a more expensive product (\$15-\$30), door-to-door, in nice neighborhoods. Sales will be more frequent, much higher and since you are at the house, you'll know the address of the buyer who makes an order when it's time to deliver the product!

- The homeowner who opens the door will appreciate the Trailman's work-ethic, and will "buy" the uniform--desiring to support the Trailman wearing it--NOT the product.
- Trailman should hand the person the order form and a pen, look him or her in the eye, and ask these seven extremely important words:

"Will...you...help...me...earn...my...way?"

Now THAT'S how to raise some real product sales money for your Trail Life Troop!

Watch the Fundraising Page in the Leader Pages online for more resources including video tips from Rob Green.