

Sales Tips

Make The Most of Your Fundraiser

Get ready to achieve outstanding success this Fundraising Season! Here are top tips to boost your sales, engage your community, and reach your fundraising goals. Let's make this the best fundraiser yet!

Tip #1: **Set Clear Goals**

- **Define Objectives:** Clearly define how much money you aim to raise and what it will be used for. This clarity will not only motivate your team but also make it easier to communicate your cause to potential supporters. Don't forget to show your goal on your website—it keeps everyone in the loop and excited!
- **Milestones:** Break down your fundraising goal into smaller, manageable milestones. This approach makes the overall goal seem more achievable and keeps your team motivated throughout the fundraising process.
- **SMART Goals:** Use our SMART Goals and Goal Planner templates to effectively outline your goals and share them with your team. Access these worksheets in the Resources section on your team's website.

Tip #2: **Make the most of Digital Marketing**

- **Social Media Campaigns:** Use platforms like Facebook and Instagram to share engaging posts about your fundraiser. Share photos of your plants, stories of past successes, and updates on your progress to keep your audience interested and informed.
- **Email Updates:** Regularly send out emails to your supporters with updates on your fundraising progress, reminders about important dates, and ways they can get involved. Personalize these emails to make your supporters feel valued and engaged. You can use our Teams Messaging feature for this!
- **Customize Your Posts:** Explore our collection of pre-made templates designed for your social media campaigns. These templates are perfect for promoting your fundraiser from start to finish, ensuring you have all the tools you need to succeed!

Tip #3: **Use Your Personal Network**

- **Talk to friends and family:** Reach out to your personal network by encouraging team members to connect with friends, family, and colleagues to promote your fundraiser. Personal recommendations are often more powerful than traditional marketing methods.
- **Community Connections:** Build relationships with local businesses, community centers, and other organizations to promote your fundraiser. Offering special deals, promotions, or organizing events together can encourage these partners to support your cause and promote it to their customers.

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Tip #4: Create an Engaging Website



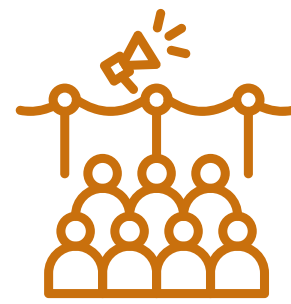
- **User-Friendly:** Ensure that your website is easy to navigate and provides all the information that potential buyers might need. Include clear photos and descriptions of your fundraiser, pick-up time and location, your fundraising goal, and payment instructions.
- **Contact Information:** Be sure to provide accurate and easy-to-find contact information for the coordinator in case customers have any questions or concerns.

Tip #5: Offer Incentives



- **Reward Your Team:** Offer rewards for your entire team when they reach certain milestones, such as a pizza party or a special outing. This will not only motivate your team to strive for higher sales but also encourage teamwork and create a sense of camaraderie among your team members.
- **Discount Coupons:** Take advantage of your team's website feature that allows you to create discount coupons. Distribute these coupons to participants to share with potential customers, incentivizing purchases and attracting more buyers.

Tip #6: Plan Your Plant Pick-Up Event



- **Generate Some Buzz:** Use social media and email marketing to build excitement about the pick-up event. Share teasers, countdowns, and behind-the-scenes looks to generate interest. Keep participants informed about the event details, such as location, time, and any special instructions, through regular updates on your website and social media channels.
- **Create a Sense of Urgency:** Use limited-time offers or exclusive deals for attendees to create a sense of urgency and encourage attendance. This can also help you sell any leftover extra plants from your team order, ensuring a successful fundraiser.
- **Capture the Moment:** Encourage attendees to share their experience at the event on social media. Consider creating a hashtag for the event to make it easy for attendees to share their photos and stories. Tag the Growing Smiles Fundraising account to participate in our photo contest.

Tip #7: Use Testimonials and Success Stories



- **Share Success:** Share stories of past fundraising successes and how the funds raised were used to make a positive impact. This will show potential buyers the value of supporting your fundraiser and encourage them to get involved.
- **Visual Impact:** Use before-and-after photos to illustrate the impact of your fundraiser. This will make your cause more tangible and compelling to potential supporters.

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Tip #8: Communicate Regularly



- **Progress Updates:** Keep your team and supporters informed about your fundraising progress with regular updates. This will help maintain momentum and keep everyone motivated.
- **Thank You Messages:** Send personalized thank-you messages to your supporters and team members to show your appreciation for their hard work and support. This will help build goodwill and encourage future involvement.

Tip #9: Follow Up



- **Post-Sale Check-in:** Follow up with your buyers after the sale to ensure that they are satisfied with their purchases and to thank them for their support. This will help you build positive relationships with your customers and encourage repeat business.
- **Future Engagement:** Keep your supporters engaged by sharing updates about future fundraisers and how their contributions have made a difference. This will help you maintain a strong base of supporters for future fundraising efforts.

Tip #10: Tap into GSF Support and Resources



- **Resources Page:** Make the most of the Resources tab on your website to access helpful materials and tools. From fundraising tips to advertising posters, these resources are designed to make your fundraising journey smooth and successful.
- **Contact Us:** Remember, you're not alone in this journey. Reach out to the Growing Smiles Fundraising (GSF) team for any assistance you need, we're here to help you succeed!

**Use these tips to make this Fundraising Season
the best one yet!**

Together, we can achieve more!

