



FUNDRAISING TIPS

Follow these fundraising sales tips and you'll maximize your fundraising success. Go KVC!!

Set a goal. How much do you need to fundraise in dollars? What does that equal in Ads, wreaths or Poinsettias?

Make a prospect list

Make a list of prospective customers before you start. Define your best customers. Focus on the people you know — friends, relatives, neighbors, businesses you frequent.

Practice what you will say with someone else. Practice using your materials and taking an order. Practice what you will do when someone says no. Practice makes perfect and will increase your confidence and comfort level.

Be prepared. Carry your order form and sales materials wherever you go. You never know when a good prospect will emerge!

Be Organized. Keep your materials protected and organized. Protect your Sales Sheet by laminating it. A clip board helps when filling out order forms. Have an envelope or zipper bag for each fundraiser's payments.

Represent Well. Wear KVC or Volleyball clothing. Smile, introduce yourself & make direct eye contact.

Explain why you are there. Use the power of "because". Use the word "because" when stating your goal and your first request for help. It's an extremely potent trigger word. "I need your support because I love to play volleyball and have set a goal to raise funds to help pay for the cost of my travel team fees."

Get it in their Hands. Hand them the Sales Sheet and explain what you are selling. Putting the Sales Sheet in their hands makes them consider it more closely. When selling ads, show them the KVC website ads on your device.

Personalize by picking favorites. Find one or two items that you like and then promote those enthusiastically. "The marble poinsettias are beautiful and make great gifts" or "the 12 inch wreath would be perfect for your front door".

Ask for the purchase. Always include a direct request for a purchase in your sales script. "Can you please purchase _____ and help me meet my goal?" After asking, maintain eye contact, remain silent and wait for their response

Ask for more business. After the initial order is placed or the first offer is declined, offer supplemental items for more revenue, or ask for referrals, etc. Ask these questions: "Can I show you another program we're offering?" "Can you think of anyone else I should contact?"

Make it easy to buy. Do everything you can to make buying easier. Offer to fill out the order form yourself. Remind the prospect that a certain item makes a good gift.

Show appreciation - Thank them for their order. Review next steps. As an example — "You will pick up your wreaths on Saturday, December 15 at Sevier Middle School between 10-2. Here is a card to place on your calendar as a reminder. We will also be sending you a reminder email."

It's important to remember that not everyone will say yes. If someone declines to help, be gracious and smile back. Thank them for their time. This moment is also an opportunity to make a secondary product offering (in case what you're selling isn't something they want) or asking for a direct donation instead. For instance, if you approach a business to sell them a website ad and they aren't interested, explain our Volley Jolly Fundraiser. They may want to support you with a purchase of poinsettias or wreaths for their business or personal use. Either way, you have nothing to lose by offering an alternative.

