

SALES TIPS FOR A WINNING FUNDRAISER with



BEFORE THE SALE:

1. Get everyone on the same page. Promotion is key! Publicize your campaign early and often to everyone. Communicate key dates, details, activities and purpose of the project to students and teachers/leaders. Send an email blast to parents. Post on the school website. Selling Healthy Dogma treats will be new and different and will add interest and fun to your project!

2. Create enough selling time. Schedule your sale so that it spans at least two and preferably three weekends, starting on a Thursday or Friday and concluding on a Monday or Tuesday. Keep awareness up during the sale with audio announcements, take-home fliers, newsletter reminders, bulletin board displays, email and other reminders on the school website. Try to avoid the same timing as other major fundraising projects by other local schools if possible.

GETTING THINGS ROLLING

1. Kick off the project right. The kickoff assembly is the key to a successful sale. When students get excited, parents are more likely to participate. It's also fun if you can get the principal to take an active role in the sale, like agreeing to kiss a pig if the school reaches its goal or duct-taping the principal to a wall. This builds anticipation during the sale, leading to an exciting conclusion where all the students can have fun and be a part of the project's success. Be creative!

2. Offer students incentives to sell. Even non-monetary rewards, such as the role of principal for a day, can be fun, or the promise of a special event for the top-selling class, such as a pizza party, before-school breakfast, ice cream social, or limousine ride. Make kids feel special, that they are doing this for a reason.

3. Communicate to parents and students. Alert parents ahead of time. Send the sales materials home with a letter to include the purpose of the fundraiser, key dates, payment instructions, contact name and phone number, and incentives for students, if any. Post on the school's website. Give frequent reminders.

4. Get more customers to buy. Talk about the benefits of the product! Promote as a healthy treat for dogs, all natural ingredients, grain and gluten free, made in Michigan! Buy for your own pets, or to give to friends and family with furry companions as gifts, donate to local animal shelters!

AFTER THE SALE:

1. Plan a wrap-up assembly. If your principal's got to pucker up, arrange with a local farmer to bring the biggest, smelliest pig in the pen. Announce dollars earned toward your project, top sellers, and prizewinners if appropriate.

2. Remind everybody why you did all this. Are you working toward funding new playground equipment, field trips, new band uniforms? Let teachers, parents, and students know why all their effort matters! You told them before you started the project; now re-emphasize it in all of your wrap-up activities and correspondence. Celebrate your accomplishments!

**Good luck with your campaign! Please let us know if we can help along the way.
Call Healthy Dogma at 800-Dogma99 or Tom@HealthyDogma.com**

