

# SELLING TIPS FOR FUNDRAISING

- ✓ Start collecting orders as soon as you receive your forms and instructions. Collect orders first from family members, parents' friends and close neighbors. It's easier to build confidence and to practice your selling skills when you "warm up" with those closest to you.
- ✓ Make a list of other possible purchasers and contact them in person, on the phone, or send an email. Parents can help sell to co-workers and friends.
- ✓ **Never go door-to-door alone.** You should only go to your neighbors' house with a trusted adult!



- ✓ Dress for success. Wear clean clothes and shoes, have clean hands and hair. Wear an item of clothing showing your organization's name whenever possible. Make yourself a name badge.
- ✓ Be proud of the item you are selling and explain the benefit to the person purchasing the item. Remind them the items are made in the USA and that your group gets a percentage of the sale.
- ✓ Let your customers know the items are guaranteed by the supplier (BAKE & Co.). Give the purchaser a receipt with your first name and phone. (Provided with your start-up kit from BAKE & Co. Fundraising.)
- ✓ **Avoid asking "yes" or "no" questions, such as "would you like to buy this item?"** Rather, start by explaining **who** you are, **why** you are raising money, and asking **which items on the order form are of interest to the purchaser** to support your fundraiser. Example: "Hi, my name is \_\_\_\_\_. My church group needs to raise \$1,000 for a mission trip to South America to help build homes. You can help with the purchase of one of these items; they are made in the USA too. Then "be quiet." If someone asks more questions, they probably plan to support your fundraiser.  
By stating the purpose of your fundraiser first, you gain support for your cause and shift the focus away from money.
- ✓ Always be polite. Ask customers if you may have just a few minutes of their time. If it's not a good time for them, ask if you can come back when it is more convenient. Always say "thank you" even if they don't place an order.

- ✓ Set your goal HIGH! Get help collecting orders from parents, brothers, sisters, and other family member - they can help you support your organization by helping you collect orders too.
- ✓ Turn in your orders and money due on time! Your organization is counting on you. It's your responsibility to return your orders on the date your leaders have provided.

### Summary of things NOT to do:

- Do not sell alone - ever!
- Do not sell door to door without a responsible adult present.
- Do not approach or talk to strangers.
- Do not enter anyone's house.
- Do not carry large amounts of cash.
- Do not sell in front of stores or malls without permission and a responsible adult present.
- Do not sell at stop lights or street corners.

### Summary of things you SAFELY SHOULD DO:

Incorporate these ideas into your fundraising campaign and safety rules:

- Stress common sense and safety.
- Follow all safety guidelines your group has established as minimum guidelines.
- Parents should be involved and supervise their child's fundraising.
- Make sure mom and dad pre approve who their children ask.
- If a child does go door to door with a responsible adult, only approach familiar houses.
- Never go out to sell after dark.
- Walk away from any dangerous or unfamiliar situations.
- Immediately notify your parent or teacher of any strange activity.