



ONE DOZEN FUNDRAISING TIP\$

1. Use these **6 words to make more money** with no additional effort: “We’re requesting a minimum donation of _____.”
 - a. Use these words when someone asks “How much is it?” instead of stating a specific price... your customer may be more likely to let you keep the change as part of their donation & you’ll make even more profit from the same sale!
 - b. This works best when your price is one which requires change (e.g., \$8 instead of \$5).
2. Since Krispy Kreme Fundraisers can be held multiple times during the same year, **plan ahead** & let your current customers know when you’ll be having your “next” Fundraiser
 - a. When they pick up products “today” you can take their orders & payment for “next time.”
 - b. You can have a regular schedule, e.g., “the 3^d Friday of each month is our Krispy Kreme Day!”
3. **Talk with businesses** to see if you can take orders from their employees.
 - a. They may even be willing to allow an employee take orders on your behalf.
 - b. Contact businesses in your neighborhood or with whom you have an existing relationship.
 - c. Encourage your sellers to ask their employers so they can sell to coworkers.
4. **Offer more than one product** when possible – give your customers a choice.
 - a. This makes it easier for them to say “yes.”
 - b. Many customers may buy more than 1 item if you offer the opportunity.
5. Hold a fun and energetic **kickoff rally** to introduce your Fundraiser & excite your sellers.
 - a. Explain how the proceeds of your Fundraiser will be used & how it will benefit your organization/group – visual examples are often most effective.
 - b. Show the products & give away samples.
6. **Prepare your sellers for success** & give them idea-starters.
 - a. Who they should contact
 - i. Family; friends; neighbors; coworkers; church/club members;
 - b. What they should say
 - i. Show them what to say & how to say it through role-playing.
 - c. Who they should not contact
 - i. Avoid door-to-door sales for safety reasons.
7. Establish **sales goals & friendly competitions**
 - a. Have weekly & overall goals for individuals & teams.
 - b. Consider a fast-start goal & incentive to help get your sale going quickly.
8. Offer **creative, fun incentives** with little to no cost.
 - a. Group leader will kiss a pig / dye their hair / sing a song in public / sit on the rooftop / etc. if the overall goal is met.
 - b. Students who meet their goal get a homework pass / get to wear a hat or tiara / get to dress grungy / get a field trip / etc.
 - c. Losing team cooks & serves a meal for the winning team.
 - d. Winners get free admission to a dance / ballgame / concert / event.
9. Use **order-taking forms & money collection envelopes** to make record-keeping as simple as possible for you & to insure that customers receive their correct orders.
10. **Spread the word** within your group & within your community.
 - a. Deploy an email blast (or phone tree message) to your database – ask recipients to forward.
 - b. Encourage your sellers to email their contact lists.
 - c. Use social media with frequent updates/reminders.
 - d. Send a press release to newspapers, radio & TV (include info on what you’re selling, how the proceeds will be used, & how to contact you)
 - i. Take samples to radio & TV stations.
11. Wrap up a presale with a **1-day on-premises sale** in a high traffic area (e.g., in front of a busy store on a Saturday).
 - a. This could also serve as your delivery day/location for customers who placed orders.
12. Include Krispy Kreme Fundraising with **another scheduled event** that attracts participation.
 - a. Include a line on the application for a walk/run/ride/tournament for registrants to purchase a dozen doughnuts or a BOGO Fundraising Card. (*sell these on-site at the event as well*)
 - b. Sell doughnuts at your car wash, ball game, cookout, or carnival.