Direct Sales and Fundraising

Why?

Traditional Fundraising

Online Fundraising

The Basics

Information Packets

Who to Contact

Landing Pages

Tips

Facebook

Monthly Kits

Benefits to Organizations

Direct Sales and Fundraising can be a wonderful partnership that allows you to give back to your community and build your business in a fast and easy manner.

The key to building a successful direct sales business is to
be sure you are in front of a lot of new contacts on a regular basis.

Fundraising allows you to do this with people who may not be drawn to the idea of direct sales and home based businesses. This means you are going to meet people you never would have met in any of your other marketing efforts.

Now some people will dissuade you from using fundraising in your business as they view it as either not profitable enough or just too much work.

Well, I am hoping that by the time you finish reading what we have to say about fundraising and direct sales that you will fully embrace adding a fundraising arm to your direct sales business as a way of building a constant stream of new contacts.

Remember that every interaction we have as business owners has the potential to grow our businesses.

Here are some of the facts about the people we will come into contact with via fundraising:

1) people who would never attend a home party will participate in a fundraiser
2) most people at a fundraiser will be totally unrelated to your current customer base

3) you will get in front of A LOT of new people very quickly

**Traditional Fundraising**

there is a traditional way of doing fundraising for most direct sellers:

Sponsor an event in which we charge a small fee to people who attend and/or collect orders from people at this event and donate a percentage of the sales to the organization.

While this is effective, and I certainly would offer this as part of my fundraising package, it has it's limits.

First, not everyone wants to attend an event.

Second, the organization has to rely on its members to run and participate in the fundraiser.

So right away, this is limiting.
It limits you, as you are only able to connect with the people who attend.

And it is limiting for the organization as they are simply going to the same people who pay the fees, etc and asking for more money.

Adding an online fundraising option is a win/win for both you and the organization.

**The Basics**

Before we get to the specifics of how to run an online fundraiser, let's start with some basics.

1) Know your plan

what percentage are you going to donate back to the organization?

is it a flat percentage?

does it grow with more sales?

You need to decide what you want to do, but I will add that I want you to think of it as marketing, so don't be afraid to give a little.
We are doing fundraising to grow your customer base, so give at the highest limit that makes good financial sense to you.

Also remember that the higher percentage you give, the more likely the fundraising coordinator will look at your information.

If you are only giving 20% it is not likely that your program will get a good look.

Ours is very simple.

We donate 50% of all sales back to the organization with in one week of the "close date" for the fundraiser.

2) how are you going to get the "catalog" out to people?

If we do it on line we can create an on line link to the catalog that people can easily forward to friends and family.

I would also create a flyer that has kits that people can buy to give as gifts or to make purchasing easier for those who aren't as familiar with our product line.

Remember we are looking to create NEW interactions, so we need to make it super easy for people unfamiliar with
us to order either for themselves or as gifts

Here is the email we provide to the organization for their members to send out:

Dear ________________________

Thank you so much for considering a purchase of Stampin'Up! products for our fundraiser.

Our (organization name) is fundraising to raise money for _________________________.

Our goal is to raise ________________________ dollars.

You can access their catalog online at www.inkbigacademy.com/fundraising

I have attached an order form that can be filled out and emailed to lisa@inkbigacademy.com.

Our deadline is November 1st, 2012

Thank you for helping us reach our goal!
On the order form I include a link to seasonal packages that we have put together for their fundraiser. This is also done on our landing page.

3) how to collect orders

along with the link to the catalog, each person should receive an order form they can complete.

Along with all of the product names, numbers, and prices, we want their name, address, phone numbers and credit card information.

Let them know how the billing will appear on their charge.

I have all orders emailed to me. One of the benefits of working with me is that the people who are coordinating the fundraiser don't have to collect orders or money. So much easier for them!

4) tracking system

It is so important to be as detailed as possible in tracking orders. I print out each order and place it in a file designated for that organization.

I also use an excel spread sheet that I can use as a check
for when I am placing orders to be sure I don't miss anyone.

Make sure you have a way to check off that payment went thru, and when it comes time to package orders that you have at least 2 checks to go thru so that you are sure orders are correct.

5) placing orders

I place all the orders on one master order and have it sent to me. I do this for a couple of reasons: I can use my hostess dollars to offset any costs, and I want to be able to deliver and follow up with everyone who ordered.

Follow up is the key

Now if you have a lot of people from farther away you can deliver it to the person responsible for their order. For example, Suzy gets all the orders generated by her, Johnny gets all the orders he is responsible for.

I still do all the packaging, etc so that it is as smooth and easy as possible, and so that I can include promotional items in each order.

6) packaging orders
As I package each order I include a thank you, an invitation to my upcoming events, how to contact me, and a quick note of how much money we were able to generate for the organization, along with an invitation to fundraise with us.

Dear John Smith

Thank you so much for your order to support the Van Hise PTO.

Thanks to your support they were able to raise $750 towards their new playground equipment.

If you, or a group you are familiar with, is interested in fundraising with our organization please contact me at lisa@inkbigacademy.com for our information packet.

I have included additional information for you to pass along.

All the best to you!

Lisa Pretto

1 608 698 9557

lisa@inkbigacademy.com
You can also offer special incentives for re orders, new recruits, hostesses, etc.

Dear Joan Johnson,

I have included some information for you regarding my upcoming events and specials on your next order with me.

I would love to have you join me, or pass this along to someone you think would enjoy signing up for my newsletter.

You can access my events calendar and specials by joining my free newsletter, checking me out on facebook, or heading over to my blog at

all the best,

Lisa Pretto
I also follow up with an email to each person with a link back to my fundraising page.

7) follow up with the organization

Before we begin a fundraiser, both the organization and I agree on the timeline of the event and follow up.

I suggest getting this in writing so that you both have something to refer back to.

As soon as I place all of the orders I call/email with a "here is what was earned based on your sales" and I let them know a check is in the mail to them.

I also ask for a recommendation or testimonial I can use on my fundraising landing page.

Dear Gail Girlscout,

I have closed our fundraising efforts per our agreement of June 20th being the last day.

We sold $1500 worth of merchandise, which means I am thrilled to put a check in the mail to you today for $750!

It was such a pleasure working with you and your
organization. Please let me know if you have any questions.

And if you enjoyed our fundraising partnership please take a second and drop me a testimonial so that we can help more organizations reach their goals.

thank you, we appreciate it!

all the best,

Lisa Pretto

lisa@inkbigacademy.com

1 608 698 9557

Once you have a set plan of exactly how you are going to run your fundraiser it is time to put together a packet that can be accessed both in paper and on line.

What goes in your info packet?

1) an intro letter explaining who you are, what product you offer, how you disperse information to the members of the organization, a sample timeline, how people order,
Welcome to our InkBig/Stampin'Up! Fundraising Page!

Stampin'Up! is a direct sales company with over 25 years of experience in the craft world and is considered a leader in their industry.

We have partnered with them since December 1999 to provide organizations the opportunity to fundraise in a new, exciting and EASY way.

We want to help you make as much money as possible with as little effort as possible by your volunteers.

We want your time with us to be fun, simple, and profitable!

Here is how it works:

1) We provide you with a link to our on line catalog

2) We provide you with an introductory email to send, along with the link, to your members, families, friends and co-workers

3) You members order directly from us: we collect their orders and money:

YOU NEVER HAVE TO COLLECT A CHECK OR
CASH EVER

4) We place the order and deliver it to the person ourselves:

YOU NEVER HAVE TO DELIVER ORDERS EVER

5) We write one check to your organization for 50% of the total dollars collected

Really, I don't think we could make it any easier for you or the people who place orders.

We are efficient

We are timely

We are rock stars of customer service

contact us at lisa@inkbigacademy.com to discuss how we can help make your organization's fundraising dreams come true!

2) an earning chart if necessary

3) a paper catalog and a link to an on line catalog

4) a business card

Who to send packets to?
1) make sure everyone of your clients has this information and ask them to pass it along to their family, friends, and co-workers that may be interested.

2) at each event have a small display and be sure to talk about your fundraising programs

3) start locally: pto presidents, little league, girl scouts and boy scouts, animal shelters, police and fire departments, bands, drama departments, etc

4) you can find the contact names and addresses by googling these types of local organizations

5) be sure to personalize your letter with their names and the name of the organization

6) by starting small and local you will be able to build relationships with the fundraising organizers. This is a great way to network and build connections.

Landing Pages

Along with hands on packets you want to create a link on your blog that will take people to your fundraising information.
this is called a Landing Page. Our Landing Page is the same as the info we shared in our overview/intro page.

this page is a general overview of how your fundraising program works, along with a link to your on line catalog and your contact information.

then as a conversation proceeds from this landing page you can email them out your "info package" or drop it by if they are local and that is easier for them.

Tips

1) Be the Expert

You need to have a concrete plan in place on how you are going to handle every step along the path. If we open with, "well, what do you want to do" it puts all the pressure on the organizer, and the key to a good fundraiser is to make this as easy as possible for the organization.

2) you can do a combination of a hands on and an on line fundraiser. This may be a good way for you to start offering the on line version if you are already savvy in
person to person fundraising.

3) remember that this is something new. So be sure to generate a lot of excitement regarding how this new style of fundraiser will simplify it for all involved.

4) this is not going to be hugely profitable for you up front, but it will build your customer base. And the backend of fundraisers like this is where you will see radical change in your business by increasing your customer base. Every club member, class attendee, hostess and new recruit comes from your customer base. If you do one fundraiser a month, you are in front of an additional 100-500 people a month, do you think that will impact your business? You know it!!

5) It might be a great way for some of your downline to stay active by doing one of these a quarter or it might help you be "paid at your title" as you build your business.

Using Facebook

this is a great way for people to sell without selling. You
simply provide a link to the event on facebook and the
participants can share it on their facebook page.

Creating an event on your facebook page is done by
clicking on the tab on the left under the name of your
business on the HOME PAGE FOR YOUR BUSINESS

Monthly Kits

another benefit of doing on line fundraising is your
opportunity to offer a monthly kit or plan.

People can sign up for a monthly kit/special/plan that
you put together. They are billed each month, product
sent out, and the organization receives a check each
month. This is awesome for them as they receive on
going dollars which eliminates the need to do additional
fundraising.

Depending on what you sell I would offer an option for a
monthly kit of $30-$50.

Organizational Benefits

1) on line fundraising is safe and easy. We would never
want to encourage people to go door to door.

2) a huge reduction in the man hours needed by volunteers

3) eliminates the issue of money handling, taxes, bounced checks, and cancellations for the organizations we are working with

The success of the fundraising leg of your direct sales business will be directly related to how energetically you embrace it and market it.

It shouldn't take you more than a couple hours to put together all your forms and develop your plan. Use ours as a starting point, but be sure to infuse your personality and desires in all you do.

Once that is done, commit to finding the right people to market to by setting aside a specific amount of time each week.

Set a goal for yourself of sending out 3-5 packets each week, asking for referrals from customers, and following up with contacts.
Remember you are offering an awesome solution to the budget woes of almost every organization and club trying to serve and present great programming. They are lucky to hear from you.

You won't be a fabulous fit for everyone, and that is okay.

You will build confidence and a reputation of delivering results that will make each new interaction easier, more profitable, and successful for both you and the organization.