



## 'No Cost/Low Cost' Ways to Significantly Increase your Sales

Your objective should be to add in additional incentives that will further increase your sales while spending the least amount of money. Here are some ways to get the 'Biggest Bang for your Buck!'

**1**

### **Introduce the sale effectively:**

- Ask the principal (or someone other than yourself whom the students respect) to introduce the fundraiser to the students and stress its importance. Then have them introduce you. Also, have the principal wrap up the kick-off at the end by providing the 'closing statements' by summarizing key fundraising points.

**2**

### **Promote your sale daily:**

- Ask your Sellers the following questions:
  - "Who has already sold a couple of items or more?"
  - "How many of you have already picked out a specific prize that you want to win?"
  - "How many of you are already half-way to your sales goal?"
  - "How many of you have already meet or even surpassed your sales goal?"
  - "How many of you want to be the top seller?"
- Show your sales reminder videos:
  - Day After Kick-off Reminder
  - Mid-Sale Motivation
  - Wrap up Reminders
- Show your 'Prize Video' each day during the sale (i.e. Super Party)
- Show your 'Kick-off & Promotion DVD' to your parents at 'Parent Night' or...?
- Place our website link on your school or PTA website. Click on "Link to Us" at the bottom of our website home page to find out how.

**3**

### **Use our daily prize coupon sheets:**

- Sell 5 items and turn in your coupon and have a chance to get your name drawn out during our daily announcements and be:
  - 'Line Leader' for the Day
  - 'Classroom Leader' for the Day
  - 'Office Monitor' for the Day
  - 'Door Monitor' for the Day
  - 'Breakfast or Lunch with the Principal' (or a favorite teacher)
  - 'Free Dress Day' Pass
  - 'Extra Recess Time' Pass
  - 'No Homework for a Day' Pass
  - Help with Daily Announcements
  - 'Sit Where You Want' Pass
  - Free Library Pass
  - 1 Free Snack (Of school's choice)
- Ask local stores and restaurants to donate coupons (i.e. free pizza coupons)

**4**

### **Supplement your sale with your own incentives:**

- Sell '10 to get in'
- DJ Dance Party (Have the principal be the DJ!)
- Pizza Party
- Top Seller, Top 3 Sellers or Top Seller/Grade Prizes (Get your local store or Wal-Mart to donate these prizes. Many retailers have budget allotments for school assistance and donations.)

**5**

### **Set a sales goal and if the goal is reached have the principal (or other VIP):**

- 'Spend a day on the roof'
- Come to school in pajamas
- Kiss a pig, frog or?? while in front of all of the students
- (Make sure that you promote this before and during the kick-off as well as every day during the sale)

