



# The Money Game

## (A Supplemental Secondary Level Incentive)

**The Money Game is a fun way to further increase seller participation. By breaking your sale down into smaller and easier steps you are encouraging sellers to reach periodic goals and rewarding them while the sale is still in process. (you can always substitute gift cards in place of cash)**

- 1** Designate 3 separate days during your sale for 3 money drawings:
  - The day after your kickoff - Day 1 Drawing
  - Halfway point of your sale - Day 2 Drawing
  - The day that orders and money are due - Day 3 Drawing
  
- 2** Set an item goal for each drawing day depending on the total number of items that you want each student to sell:
  - For example, if you want each student to sell 10 items total, your day 1 drawing goal might be to sell 3 items, your day 2 drawing goal might be to sell 7 items and you will want to make your day 3 drawing goal to sell 10 items (these numbers will vary depending on your fundraiser's total items goal)
  - Tell your students at your kick-off that for the day 1 drawing you will pick one of their names out of a hat starting the very next day and that if that person has reached the goal and can prove it, they win \$20. To qualify, they must show you their order form as well as turn in all or most of the money for their orders
  - If the person whose name is drawn out wins the 1st drawing then the 2nd drawing at the halfway point of the sale will also be for \$20. At this point of the sale the goal is 7 items (You can always have various students draw the names)
  - What makes the money game interesting for your sellers is that if a person's name that was drawn out in the previous drawing doesn't win then that money rolls over to the next drawing. This sends a powerful message to everyone to be ready for the next drawing because the cash reward has just increased
  - Finally, the 3rd drawing will either be for \$20, \$40 or \$60 depending on what happened on the previous 2 drawing days
  
- 3** Make sure that your sellers are ready for every drawing:
  - Remind your students daily about the money game with special reminders the day before each drawing
  - Also remind them that in order to have a chance to win they must have their order forms and money envelopes
  - You can also reward sellers who are able to sell twice as many as each daily goal by putting their name in the hat 2 times etc.

**Tip #1:** Make sure that everyone is present for each drawing. **Tip #2:** If student is able to turn in money for orders taken then win money on the spot. **Tip #3:** Only draw out 1 name for each drawing. If no one wins then you don't give any money away

