



# The Mystery Person

## (A Supplemental Secondary Level Incentive)

The 'Mystery Person' is a fun way to motivate your students to get out and sell. By informing them at your kickoff that they can win something by approaching someone who is on campus and waiting for them will make talking to people about your fundraiser a fun game

- 1 Designate 1 or 2 adults on campus to be the 'mystery person'. This person receives instructions from you that they are not to say anything until the 1st seller who approaches them talks to them about your fundraiser. You will want to provide them with a voucher of some kind that they can then give to the student
- 2 The student will then need to turn the voucher into you as proof that they indeed talked to this person
- 3 You can give away cash, a prize or a special privilege (It doesn't have to cost that much or anything at all!)
- 4 This game will motivate your sellers to get in the mindset of approaching people and discussing your fundraiser
- 5 Make sure that you remind the 'mystery person' to actually make a purchase from them
- 6 This is a good opportunity to teach the 'NOW' method to your students at your kickoff

N = NAME  
O = ORGANIZATION  
W = WHY?

"Hi, my name is \_\_\_\_\_, I'm with \_\_\_\_\_ and we are raising money for \_\_\_\_\_. We are asking people to purchase from our brochure." (Hand the person the brochure, order form and a pen then step back and smile)

**Tip #1:** Make sure that everyone knows when someone has successfully sold to the mystery person. **Tip #2:** No reward is issued until the winner has turned in all of their money for their orders. **Tip #3:** Make sure to inform everyone from the beginning that if no one finds the mystery person then no one gets the reward

