



How to Improve Sales Without Using Money

Your objective should be to utilize additional incentives that will further increase your sales while spending the least amount of money. Here are some ways to get a great 'bang for your buck!'

1 Introduce Your Kickoff Effectively:

- Ask the principal to introduce the fundraiser to the students and emphasize its importance. Then have them introduce you. Finally, have the principal wrap up the kickoff at the end.

2 Promote Your Sale Daily:

Ask your students the following questions:

- "Who has already sold a couple of items?"
- "How many have picked out a prize to win?"
- "Who is already halfway to their sales goal?"
- "How many have already met or exceeded their goal?"
- "Who plans to be the top seller?"

Show your promotional videos:

- Promo video:
 - to your parents at a parent night
 - to the students periodically throughout the sale
- Day after kickoff message
- Mid-sale motivation
- Wrap-up reminder

3 Use Prize Drawing Coupons:

Sell 5 items and turn in your coupon, and have a chance to:

- Be a line leader for the day
- Be the classroom leader for the day
- Be the office monitor for the day
- Be a door monitor for the day
- Have breakfast or lunch with the principal or a favorite teacher
- win a:
 - Free dress day pass
 - Extra recess time pass
 - No homework for a day pass
 - Free library pass
 - A 'sit where you want' pass
- Help with daily announcements
- 1 free snack (school's choice)

4 Offer Post-Sale Rewards:

- Sell 10 to get into a:
 - DJ Dance Party (Ask the principal to be the DJ!)
 - Pizza Party
- Ask local stores to donate your top-selling prizes

5 Incorporate a Performance Incentive:

Set a sales goal, and if the goal is reached, ask the principal to do something fun like:

- Spend a day on the roof
- Come to school dressed in their pajamas
- Kiss a pig, frog, or . . . ??