

Fundraising Max:

Our guide to maximizing fundraising profits while reducing effort and stress.

When it comes to fundraising, it is easy to work yourself to the bone and not reach your goals. Your hard work and stress does not automatically equal profits. With these handy tips you will be able to maximize your profit so that your efforts will truly benefit your cause, and with less stress than you'd expect.

1. Let people know what you're doing early and often

If you want to get maximum engagement with your fundraising effort, let your target audience know when your program will be active. Then keep reminding them with countdowns to the event, or until you finish your sales efforts. There is nothing worse than being asked about your fundraising event the week after!

2. Let people know what you are raising money for

You're going to sell your product for a couple of reasons, the first one is because people want what you are selling, they've heard good things and it's convenient for them to buy from you. This will only make up around 40% of your sales. Most of your sales will come from people who are invested in your cause. So, sell your cause as well as your product. Let them know about all the great things their money is going to make happen.

3. Plan your sales pitch

If you are going to be selling at an event or to family and friends, then you need to get your pitch ready before hand. Know what you're going to say so you aren't fumbling for words. You want your pitch to be short and to the point. Try to make your sale before they start to tune you out. Whatever you say, do it with a smile and lots of eye contact.

4. Sell Personalized Products

You might be selling for an important cause, but generic products can make your fundraiser seem sterile and flat. Your organization can breakthrough the cluttered marketplace with products made or customized just for your group. This allows you others to be an active part of your story and mission by buying your products and spreading the word.

5. Market your product as a gift

If you sell your product as an item your potential buyer wants, then they might buy one or two for themselves. If you suggest that it would make a great present for family and friends, then they have many more reasons to buy what you're selling.

6. Sell daily use products to encourage increased sales

Daily use products like coffee can be a real hit with your target market. This can be a fundraiser that is painless for your buyers because they were going to buy coffee anyway. They can buy for now and for the future, so your sales will increase. If there is an option to reorder, then the sales can continue year-round.