

Program Tips

1. Set a sales goal. Setting a goal gives you and your participants a mark to aim for. To summarize the great motivational speaker Zig Ziglar How will you know when you get there if you don't know where you want to go.
2. This can be the most important part of your fund raising program. Before you begin, announce your program in advance to any affiliated groups. Examples would be to church members, parent teacher organizations or other affiliated groups. Do this several times. Create posters, insert your advertisements into take home bulletins and make announcements at functions or during services.
3. Before you begin one adult advisor should be selected to act as the coordinator to total orders and oversee distribution of orders to the individual groups and make sure everything is handled in a timely manner.
4. Divide your participants into small groups 6 to 8 per group and assign each group to a parent/ advisor.
5. Set a specific time table for your sales drive. It begins on ___ and ends on ___
6. Set a date and time at which all orders must be turned in. keep to this timetable as much as possible.
7. Once your orders are delivered from The Caffeine Gourmet, distribute them to your participants as quickly as possible and have the group advisors distribute to the participants for delivery.
8. We live in an unsafe world. We do not recommend any door to door sales. Your participants should ask friends, acquaintances and family for orders.
9. Encourage parents to take the sales sheets to work
10. Often sales can be increased by offering prizes or incentives to participants.
11. Another potentially profitable venue for sales is setting up a table in front of a busy store-front (ie. A local grocery store) Always ask permission first. Most store owners are happy to allow space for such activities. Once setup you can take orders or sell pre-ordered bags of product. This is a great way to introduce your organization to the community.
12. One organization that we work with had a contest for it's students to design their own label. This encouraged the students to participate.