

# 10 TIPS FOR A SUCCESSFUL FUND RAISER

Courtesy Financial South Corp.  
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Nothing is more disappointing than putting hours of work into a fund raising project only to have it end with a low profit margin or worse yet, have it totally bomb. Granted, you never know how something will turn out, but by using these tips your chances for having a successful fund raising event will increase dramatically.

## 1. PROFIT PERCENTAGE

Don't settle for 30-45% profit potential. Look for products that provide 65% profit or greater.

## 2. UP-FRONT COST

Look for flexible payment options such as no money up-front or incentives for early payment.

## 3. SHIPPING COST

Companies should be willing to bear the cost of shipping or reflect it in their pricing.

## 4. NATIONALLY RECOGNIZED PRODUCTS

Put customers at ease with nationally recognized products, services or affiliations.

## 5. SHELF LIFE, PERISHABLES OR SEASONAL

Think about how long it will take you to complete the fund raiser. Occasionally circumstances necessitate the fund raiser take longer than the standard 2-3 weeks. Will the product melt, thaw or turn white before you can sell it? Be prepared to deal with these risks or preferably, select another product to sell. Are you limited by season (summer, Christmas, etc.)? Watch out or you could be stuck with unsold products.

## 6. CONTRIBUTION LEVEL

Is the donation or product reasonably priced at or below \$10 or is it above that price range? The nominal contribution level is typically somewhat less than \$10. The higher the requested donation or sale price, the more the donor is concerned about what they are receiving in return.

## 7. WIDE ACCEPTANCE

Will the fund raiser be well received by all age groups? Wide acceptance simply means greater ease at reaching your goals. Are the products sensitive to social trends (cholesterol, low-carb, etc.)? Look for products that address these concerns or products that can be changed or customized to fit your needs.

## 8. CUSTOMIZABLE

Can the organization's name and logo be placed on the product? With the organizations name on the product, you add credibility to the person asking for the donation or sale. Can changes be made to reflect the needs of varying demographics? What works in one area, may not be applicable to another part of the community.

## 9. REPEATABLE

Is this a fund raiser that if successful be used over and over in a given area? When your fund raiser provides true value, people don't have a problem when you return with the same fund raiser. By contrast, if they don't plan on using the item you are selling, they probably didn't want to purchase the item the first time and definitely don't want to buy another one.

## 10. EASE OF USE

Is the concept easy to understand and carry out? If you are working with young children, can they explain the fund raiser easily? Are repeated trips necessary to deliver the products? Product delivery can add to your expenses and wear and tear on your volunteers.

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