

Increase Your Profit

Samples are a great way to help motivate sellers. As a chairperson or coach, you can talk to your Rep about ways to purchase product samples. You might want to share tastes of the product with all of the sellers when the brochures and order forms are handed out. This could be a great approach to get your sellers excited for the fundraiser!

One chairperson for a high school club cut up several Johnson's Corner sweet rolls and passed it around while she was explaining the fundraiser. She also had a **power point presentation** going on behind her as she showed the products and explained how to fill out the order form. She took her laptop, went to www.abchug.com and then clicked on the pictures she wanted to share. Her group of 14 students sold over \$2,700!

Another way to generate some excitement would be to give one sweet roll or some cookies already baked as a **door prize** at the meeting. If the chairperson or coach had something else they would like to give away, this would be the perfect time to do so. They might want to give it as a "**Best Listener Award**". Any type of recognition will help get the seller's attention.

An **Incentive Program** is a great way to motivate sellers of all ages. Some groups will want to make the most money they can and are willing to provide prizes or incentives to their group or sport's team. Remember, neither ABC HUG nor the Independent Rep **provides** any of the prizes! These are just suggestions for the group to use.

INCENTIVE PROGRAM IDEAS

Industry research shows that no matter what type of group you are fundraising for, an incentive program will provide significant increases in your sales results.

If you use some of your profits to develop a prize program, it will more than pay for itself in increased sales. Below are only a few ideas to help get the ball rolling.

The first thing is to check with parents:

- Do they own a business that has something the kids would be interested in? (Example: a chocolate shop, a sporting goods store, or a free haircut or massage)
- Do any parents have season tickets or a vacation home you could use for a top seller?
- Do they have a connection they can use for a cool incentive? (Do they know someone who would donate items kids or parents want?)

Those are great because they do not cost your group anything.

You can buy a prize for the top seller. Ask the kids what is cool?

- Xbox
- Playstation 3
- Wii
- Tickets to Eliches, Waterworld, movies
- Coach for a Day

You can do a team prize

- Go out for Pizza and Ice Cream if they hit the goal.
- Matching Hoodie Sweatshirts
- New Piece of Equipment
- Goof Off Day At Practice