



Member Selling Tips

List as many potential donors as you can before you begin approaching people for support. Start with family and friends, and then proceed to your neighbors and other people whom you feel would be interested in your cause.

Know why your group is holding the fundraiser, and communicate this to potential donors. For example: "Our group is raising money in order to finance our trip to the annual tournament."

Smile, be polite and most importantly, be enthusiastic about your cause.

If possible, always carry your fundraising order form with you.

The manner in which a potential supporter is approached may determine whether or not a donation will be made. Always have your order form near you so that you can answer any questions your potential supporter might have about the product.

Try this simple but effective approach when contacting a potential supporter over the phone:

"Hello _____, this is _____, and I'm raising money for our annual trip to NASA in Houston. Would you like to support our group by purchasing our gourmet Costa Rican Tarrazu coffee? \$4.00 from every sale will go toward reaching our goal of \$4,000."

Please make your check payable to:

Organization Name

And send it to:

Student Address

If you are using email, you might consider this approach:

Dear _____,

I am a student at _____ and we are trying to raise \$4,000 for our annual trip to NASA in Houston. Would you like to support our group by purchasing our gourmet Costa Rican Tarrazu coffee? \$4.00 from every sale will go toward reaching our goal.

If you would like to support us, please reply to this email and complete the following:

Number of bags:

Whole Bean
 Ground
 Espresso Grind

Please make your check payable to:

Organization Name

And send it to:

Student Address

Remember to always thank your potential supporters, regardless of contribution!