

Free Report

6 Secrets To Profitable School Fundraising

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Introduction

There are hundreds of ways to fundraise for schools. In this report, we'll focus on perhaps one of the most profitable (for you and the school) and that's with product fundraising.

From cookie dough to first-aid kits, there's all kinds of products you can sell for a profit to raise funds for your local school. But beware, there are some costly mistakes that many fundraisers make that could spoil the show.

In this report, we'll look at some common mistakes fundraisers make, plus some of the most popular product fundraising ideas, along with tips and tricks to make sure you're a success.

Product fundraising can be a seriously good money spinner, but before you get started remember these two very important points:

1. Gross profits and net profits are not the same

Like any business, the money you actually get to keep depends on what you need to spend along the way.

That includes buying the product from a supplier, marketing and travel costs, and more.

So, while some products might seem like profitable money makers, if the profit margin is too low, it could end up costing you money to sell it.

I know, this is business 101 stuff, but it's worth remembering when scouting for products to sell.

2. You have to sell what people already want to buy

Many companies are offering fundraiser organizers products to sell for a commission.

But that doesn't mean these products will be easy to sell. And in many cases, it will probably not tie into the organization you're fundraising for.

After all, it makes more sense to sell products to people who care about the organization you're fundraising for, doesn't it?

For example, selling beer bottle openers to raise funds for a local hospital isn't a good idea.

So, what should you sell?

Fundraising for schools gives us plenty of options.

Heaps of businesses will happily have your volunteers sell their products for a commission, especially for a good cause.

If you're still struggling for ideas, keep reading for a few of the best product fundraising ideas for 2020, and what makes them so.

Once you've sourced a product, you'll want to get it as cheap as possible.

Pick up the phone and call the company. Ask what the wholesale price is and what the minimum order value is for a consignment delivery.

Ask if they'll lower that number, in the name of a good cause. If they won't, try other suppliers until you get a yes.

Can you get it given to you for free? That's best.

Can you make it yourself? That's next best.

Can you get it at wholesale prices? That's still an option, but requires upfront risk to buy in bulk.

Remember, it's easier to sell one \$5 item than it is to sell five \$1 items.

You can get more if you're selling a popular item, or if there's a strong commitment to your organisation, or if your sales force is above average.

Try for all three.

Don't be afraid to ask for more money!

When your salespeople are going on their rounds, have them take a collection tin so they can practice the line, "And would you like to kick in a bit extra for a good cause?"

This is especially useful for people who don't buy your products but would still like to contribute. Every little bit helps.

If you're not keen on asking people to put in a bit extra verbally, add a box on the order form to encourage extra donations.

Competition

One of the problems with selling products to raise funds can be the amount of competition. Popular items may be sold by other fundraisers in your area, so it's important to try and think outside the box for useful products that people immediately understand the value of.

While profit is a key factor, there are other issues that you should consider in choosing products to sell.

Trust

You need to be sure the product vendor you choose is one you can trust. Ask for references from similar organisations that have used the vendor and/or the product you're looking to sell.

Avoid up-front payments

Be extra careful of fundraising programs that require large upfront cash deposits if you aren't sure of the outcome of the fundraiser. The last thing

you want is to be lumbered with piles of unsold stock or – worse – to make a loss.

So, let's look at some of the more popular products that people are making good money from fundraising. Any of these items would be perfect for local school fundraising, as they tick all the boxes we've covered above.

Popular fundraising products

1. T-Shirts

They're easy to ship, cheap to source and popular.

They're a good option because you can customize them too, which might be useful if you're trying to get a message out there, or include the name of the school in the product. You can even use customization to promote your own fundraising organization on the Tshirt too.

The only downside is that they're very common, so you'll probably be up against some stiff competition from other fundraisers who are selling them in your area too.

Look for manufacturers who allow you to design your shirts and sell them without any payment, then collect profits for your cause after the shirts are sold. Bonfire is a good online company that allow this.

2. Lollipops

Another easy to store, cheap, easy to sell product that everybody loves!

Lollipop fundraisers are inexpensive, low risk and even have surprisingly high profit margins (usually at least 50%!).

They don't depend on the seasons, and you can target just about anyone with them (maybe not babies or young kids, but you get the idea.)

There are several major companies sell all kinds of gourmet lollipops wholesale to nonprofits and schools, too.

They're also versatile and customizable. You can find companies that manufacture lollipops that feature your nonprofit's color, logo, and more.

Not to mention the fact that they come in dozens upon dozens of different flavors, shapes, and sizes, so everyone walks away happy!

The only problem with selling lollipops is that you really need to rely on sheer volume of sales to make a decent amount of cash. For serious fundraisers who want to earn \$300 - \$500 or more in a week, this probably isn't the right choice. However, it's a great product to get your feet wet with fundraising!

3. Stuffed Animals

Everyone has had a treasured stuffed animal at some point in their lives. They make wonderful gifts for children, graduates, romantic couples and more.

There are tons of stuffed animal companies like Noah's Ark, that help nonprofits and schools raise money with high-quality stuffed animals.

Who can resist a stuffed animal that benefits their favorite nonprofit?

The key to marketing a stuffed animal fundraiser is in discovering the right customers.

You'll want to target donors who would be the most likely to purchase stuffed animals (either for themselves or for someone they know).

4. Clara Clark Blankets

Have you heard of these? Here at Ultimate Fundraising Inc, this is one of the most popular products that fundraisers are choosing to sell in 2020, for good reason - they're perfect for kids. And that means, they're a perfect tie in for school fundraising.

Cara Clark Blankets combine the science of DTP with comforting softness, to provide a therapeutic hug!

The underlying science on weighted blankets is called deep touch pressure (DTP). DTP is about gently applying pressure to the body to increase the release of serotonin. Serotonin is a chemical in the body that promotes relaxation and feel good emotions.

This blanket is excellent for children, adults and your pets with any of the following challenges:

- Anxiety, Depression, Insomnia, Loss/Separation, Stress
- Autism, ADHD, PTSD, ADD, SPD,
- Dementia, Poor Circulation, Restless Leg Syndrome, MS, Fibromyalgia, Arthritis, Body pains and aches.
- Anybody who needs comfort, hugs and a solid night's sleep.

The effects of these hugging blankets is scientifically studied and proven.

So, why choose these to sell at your fundraiser for schools?

- Kids love them!
- They're proven to help with stress, anxiety and physical issues
- They're a mass market product - parents, kids and even pets will love one to snuggle up with at home after a long day!
- There is very little competition right now - most fundraisers aren't selling them yet!
- Earn \$15 - \$25 per sale!

For more information on selling Clara Clark blankets, visit <https://UltimateFundraising.ca> to view product descriptions, colors and pricing.

Need help with your next fundraiser?

Based in scenic Cranbrook British Columbia, Ultimate Fundraising Inc helps fundraiser organizers to run successful campaigns for schools and other organizations, by providing proven fundraising products to sell, at healthy profit margins for you.

With over 15 years of experience working with schools, leagues, churches, and businesses, Ultimate Fundraising's President, Pat Van Hesteren, is dedicated to providing your organization with ultimate value, ultimate service, and ultimate integrity.

Our staff are eager to serve you, and we pride ourselves on providing the highest level of service. Over the years, we have added more and more product lines to satisfy our customer's needs. Many loyal customers have worked with Ultimate Fundraising Inc. each school year for the past 15 years.

To start your successful fundraising, request a free fundraising KIT from us today at <https://ultimatefundraising.ca/contact-us/>