

How to Have a Successful Bake Sale

Cater to different diets and be creative!

The more people can enjoy your bakesale, the more money you will raise! Consider selling items that are gluten free or even 'paleo'.

Make it to-go!

Customer will prefer snacks that are easy to grab on their way to or from the office. Consider packing your items in easy to grab containers or baggies.

Advertise

The more people know about your bakesale, the better. Send out an e-mail to your church, school, or work colleagues to let them know what's happening. Personal asks usually result in more visits than a mass e-mail or texts. You can even place an ad in a local paper.

Location, Location, Location

You'll get more customers in a well populated area than you will hiding in a corner.

Pricing

Don't set minimum prices on your items. People will want to 'donate' more if there is no limit. You can also consider bundling items such as 3 for \$5

How to Have a Successful Garage or Yard Sale

Display Merchandise with Care

The more visually appealing an item looks, the more likely it will be bought. Decorate and spruce up the area where you are placing your items that are for sale

Check your Local Government Restrictions

Double check with your local government to ensure that your garage or yard sale is legit. Better to be safe than sorry!

Advertise

The more people know about your garage or yard sale, the better. Send out an e-mail to your church, school, or work colleagues to let them know what's happening. Personal asks usually result in more visits than a mass e-mail or texts. You can even place an ad in a local paper.

Location, Location, Location

While most garage or yard sales take place on Saturday or Sunday, Friday is actually the most popular day to have a sale. Be aware of any holidays that are coming up and avoid selling on those days

Pricing

Be realistic in your pricing. Advertise that you are selling for a fundraiser. You can also consider bundling items such as 3 for \$5

How to Write a Successful Fundraising Letter

Personalize your Letter

People don't want to talk to a robot on the phone and they certainly don't want to get a mass e-mail from a close friend. Be personal in your e-mail and including their name and a personal story if you have one that will help them relation to your cause.

Use Your Voice

You are not writing a college paper, you are writing to your family and friends! Don't worry about being too formal. While certain aspects of formality are important, your people want to hear from YOU and why YOU feel passionate about this cause.

The Ask

Be direct and specific in your ask for donations. Be clear on how a donation will help the organization or cause for which you are asking. Be clear and repeat some variation of your call to action throughout the letter.

Thank your potential Donors

This letter is going to the people who are going to make a difference in your personal campaign, be sure to thank them for their generosity and follow up with them.

How to Utilize Social Media for Your Fundraising

Be Diligent and Regular on Posting

Social Media feeds get clogged very easily. Make schedule postings through the week and be diligent in responding to questions or comments on your posts!

Publicize Your Goals

Be direct and specific in your ask for donations. Be clear on how a donation will help the organization or cause for which you are asking. Avoid being vague in your posts. Clarity is key!

Utilize Videos and Pictures

Pictures and Videos tend to make viewers more interested in sharing your images on their own timelines and feeds. Making your posts aesthetically pleasing for optimum distribution and don't forget to make your posts public!

#Spreadtheword

Hashtags are most popular on Instagram and Twitter and are used for reaching wider audiences. Consider utilizing well known hashtags such as #fundraising #charity or #marchofdimes #marchforbabies to reach a wider audience and reach your goal more efficiently