

Boon Supply Virtual Fundraiser Sales Best Practices & Ideas for Maximum Profits!

Planning meeting:

- ✓ Review Chair Tools and Assets – Chair Dashboard <https://myfundraiser.boonsupply.com/> and Fundraiser Resources <https://help.boonsupply.com/>
- ✓ Social Media – Show them how to use our tools to share their fundraiser on their school website, Facebook page, etc. <https://help.boonsupply.com/help-center-home/materials-resources>
- ✓ Kickoff video to show students on packet send home day. Ask the teachers to show at their convenience: <https://youtu.be/tb8oFWahcig>
- ✓ Principal email – Provide Sample – This is vital!
<https://sites.google.com/boonsupply.com/boonconsultantsite/assets/marketing?authuser=0>
 - a. Make sure and attach parent letter
 - b. Include “Principal” Video <https://www.youtube.com/watch?v=g364Lpamsu4>
 - c. Include link from parent letter for Boost 10 to start process
 - d. If they are using prizes, attach prize program <https://help.boonsupply.com/help-center-home/making-your-fundraiser-a-success/prizes-incentives>
- ✓ Discuss Promotion
 - i. Prize Program - Make sure and attach Copy to Principal email
 - ii. Recognition - Ask what type of Virtual Recognition the school can give
 - iii. Do virtual shout-outs on those who participate in Boost-10. Make it some type of special club “The Booster-Naugts.” Have fun with it but make sure there is some type of acknowledgement of their achievements
 - iv. Can the school do some type of special awards virtually for Top Sales performers on a daily basis?
 1. Gift Cards - 31 Flavors, Cold Stone, Starbucks, Amazon, Golf n Stuff, etc. (If you go to the local merchants, many of them will be willing to donate the gift cards) **Here’s an idea - If the school does \$10K retail, you will contribute up to \$500 for these gift cards as daily prizes for top performers. (Use your bonus to drive sales)
 2. Spirit wear
 3. When School comes back, Lunch with the Principal
 4. Make a student Virtual Principal for the day - Make Announcements, etc.
 5. Come up with ideas and have fun!
- ✓ **Teacher Communication** – Is vital with an online only sale!
 - i. Provide a document asking them to help by recognizing student’s participation, daily or at a minimum of a few times a week will make a big difference.
 - ii. Remind them of the teacher’s reward program
 1. If they get 50% participation, they receive a \$100 shopping spree
 2. 75% participation they will receive \$150 shopping spree
 3. Remind them that every student can participate without purchasing. Boost 10 is considered participation. Emphasize each student doing that.
- ✓ Make sure that start and end dates are correct so that auto-stream emails flow properly. The auto-stream emails are excellent reminders for your sponsor.
- ✓ Provide them announcements to send out to remind parents.

Video Link for Parents: boonsupply.com/our-fundraiser-video

Questions / Help / Concerns:

Contact Larry Jost, local sale rep – phone / text: 806-748-4100 larry@gsgfundraising.com