

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/liopW5uyB0I>
- ✓ 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!
- b. **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.
 - c. 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.
 - d. 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