



Motivate Your Group

- 1. Select dates for your fundraiser.**

Picking a start and finish date will help the group stay focused. It creates a sense of urgency among program participants and potential donors.
- 2. Coach your kids.**

Meet with all of the program participants and educate them of what is expected from them. Practice in front of your group. Role-playing is an excellent way for them to build confidence. Teach them sales techniques such as introduction, appearance and professionalism.
- 3. Offer incentives.**

The right prize will help keep all the kids properly motivated. It is best to offer multiple levels of incentives. One prize for all program participants and another for those who really produce. Make sure it's something that they want! Solicit sponsors for your prizes for higher profits.
- 4. Create teams.**

Depending on the size of your group, splitting the participants into smaller groups can be a good idea. A little competition among each other can be a good thing. It helps the children keep tabs on each other.
- 5. Don't over do it.**

Sometimes less is more. Picking a few very targeted fundraising efforts will be more successful than selling something new every two weeks. This will prevent burnout among program participants