



## Picking a Product

### **1. What would our group like to sell?**

If your group is not enthusiastic about the product you are selling, then your chances of being successful are limited.

### **2. What items have been successful for your group in the past?**

Did your last product sell well? Or do you still have inventory? If those t-shirts at \$20 sold out in the first day, then it's likely that another similar, but different item will have the same success.

### **3. What time of year will you be conducting the sale?**

Selling sweatshirts in the summer will have as much success as umbrellas in the winter. Potential donors want to be able to use the product you're selling immediately.

### **4. Is it a quality product?**

People are always looking for value, but not at a price. If the product is likely to break, wear-out, or of a bad design then it is not a good fundraising item.

### **5. Can people afford it?**

It is always best to sell a product, which most people in your target audience can afford. If you have a great product but nobody can afford it, then your fundraiser will not be successful.

### **6. Know what others groups are selling.**

Don't pick a product if you already know that a different group targeting the same audience has already picked this product.

### **7. Be aware of hidden charges.**

Setup fees and shipping charges can kill your profitability if you are unaware of them before they happen. Ask for a detailed list of charges (pro-forma invoice) detailing your charges BEFORE you place your order.

### **8. How long does it take to make the product?**

Most apparel items can be made in two weeks time, while bobble head dolls and other products are imported from foreign countries, such as China. Ask where your products are manufactured and decorated. Knowing lead times can be critical to the success of your fundraiser.



**9. Can I reorder?**

Can the product provider ship you more if needed? Do the same charges apply?  
How long will it take?