

TIPS 'n TRICKS

Everything You Need to Know to Plan, Organize and Run a Successful Go-Card Fundraiser



*"By far ... the **easiest** fundraiser you'll ever do!"*



Congratulations on making the decision to partner with the Go-Card for your organization's fundraising needs! We're here to help you in any way we can, and this "Tips 'n Tricks" guide will give you some good ideas to help you achieve your fundraising goals.

This handbook will help you formulate a plan so that you can accomplish your goal in the least amount of time with the least amount of time, energy and effort.

The guide is separated into three sections:

- **PRICING OPTIONS**
- **PRICING WORKSHEET**
- **SALES PLAN**

Accompanying this guide is an Excel spreadsheet called "**SALES PLAN WORKSHEET AND PROFIT CALCULATOR.**"

We recommend reading the material in this guide, and then plugging in some numbers into the Sales Plan Worksheet and Profit Calculator. By doing so, you will have a more complete understanding of how everything works, and you will be able to come up with the best plan for your organization's needs.

If you have any questions, please call us at 1-800-211-3216.

Thanks again for choosing the **Go-Card** for your fundraising needs!





Pricing Options

One of the first things to do when planning your Go-Card fundraiser is to set your selling prices for various situations.

PRICE TO BE PRINTED ON THE CARD (RETAIL PRICE)

Each Go-Card has a retail price printed on the front side; you decide what price you want your cards to have printed on them. Usually this price ranges from \$10 to \$20.

Key point: **you can always sell the cards for less than the printed price.**

ACTUAL SELLING PRICE

The actual selling price of the Go-Cards will depend largely on who you will be trying to sell the cards to, what your market will bear, and the economic conditions of the neighborhoods where you will be selling.

In most areas, it will be relatively easy to sell each card for \$10, while in other areas, you may be able to get as much as \$20 without much resistance.

At the \$10 selling price:

- Most customers usually regard a \$10 purchase price for a fundraiser as a “no-brainer” and they will buy the Go-Card even if they don’t necessarily want it, just to help the volunteer or the organization
- This is particularly true when children, teenagers or young adults are the ones doing the selling
- It is also true when the organization is “near and dear” to the customer’s heart (like the high school in their neighborhood, the Boy Scouts, American Cancer Society, Little League team, etc)
- Customers are more likely to buy more than one Go-Card at this \$10 selling price if you ask them to do so

At the \$10 selling price, as long as the customer uses the card a few times, they’ll get their money back (and then some) in savings

At the \$20 selling price:

- Depending on your area, your volunteers may encounter more price-resistance
- You will always find some customers who are willing to pay \$20 per card, but you will encounter some people who just don't want to put out that much money
- If your area will support the \$20 selling price, your organization stands to make a lot more profit by selling all the cards
- At the \$20 selling price, the customer can still get their money back (and then some) in savings if they use the Go-Card , but it will require more visits

MULTIPLE CARD PURCHASE DISCOUNTS

There will be some situations in which you might want to consider giving a discount if your customer purchases more than one Go-Card. This will allow your volunteers to sell their allotment of cards quicker, and it will result in your fundraising campaign being completed sooner.

You may offer your door-to-door customers a special deal if they buy multiple cards. For example, you may price your Go-Cards at \$10 each, two for \$18, or three for \$25 (or whatever price you think would be the best for you).

Offering discounts for multiple card purchases results in a more effective, efficient and profitable fundraising campaign. However, selling cards for different prices creates a bit more work reconciling the number of cards sold with the money collected when the fundraiser is over, but it's really not that difficult.

You may also sell a large quantity of Go-Cards to a local business or organization (more on that later). You should be prepared to offer some sort of discount to these types of customers in the event that they would be willing to purchase a block of Go-Cards (10, 25, 50, 100, etc).

CASH & CHECKS

Most of your door-to-door purchases will be cash transactions, but you should also instruct your volunteers about your check acceptance policy. We suggest that you accept checks in most cases; just tell your volunteers whom the customer should make the check payable to. It also is a good idea to have the customer write their phone number on the check.

You may want to provide your volunteers with some change in the event that the customer doesn't have the exact change. Some organizations do this, while others don't bother with it. Most of the time the customer will be able to come up with the exact amount, and a lot of times, if they can't provide the exact amount due, they just tell the volunteer to donate the change to the fundraising effort.

CREDIT CARDS / DEBIT CARDS

If you encounter any customer who wants to buy at least 25 Go-Cards and wants to use a credit card or debit card for the transaction, and your organization is not set up to accept credit/debit cards, we will be glad to assist you by processing the transaction and sending the payment to you. Just give us a call at 1-800-211-3216.

BREAKEVEN POINT

Calculate your breakeven point; that is, how many cards you have to sell to pay for the cards that you have ordered.

Consider this example:

Your organization orders 1000 cards @ \$2 each, for a total of \$2,000 due. You choose to have a retail price of \$10 printed on the cards.

At a selling price of \$10 each, as soon as you sell the first 200 cards, you've collected \$2,000, and you're now at the breakeven point. At this point, pay us for your cards and you own the remaining 800 cards free and clear.

Now that you have broken even, you don't owe us any money and you have 800 cards in your possession that you can sell at any price you want as long as it's \$10 or less. You can also take as long as you need to sell them!

PRICING SCENARIOS TO CONSIDER

- Consider ordering your Go-Cards with a retail price of \$20 printed on the cards. Promote them as a \$20 value that you are selling for \$10 each. Customers will react favorably to this, since most people like to get a deal on anything they buy. When you consider the discounts available to your customers, using a Go-Card for a year can result in a lot more than \$20 in savings. The customer will actually save more money than he pays for the card after just a few visits to the merchants offering the discounts.
- Consider ordering your Go-Cards with a retail price of \$20 printed on the cards, and then do a "Pre-Sale" where your volunteers are instructed to sell the cards for \$10 before a certain target date. After that date, the price goes back up to \$20. That serves as an incentive for your volunteers to get the job done quickly, and also causes the customers to buy now to avoid the price increase coming soon.
- Once you reach your breakeven point, you can sell the cards for any price you want, and take as long as you want to sell the cards, and all the money you take in is 100% profit.
- With a one-year expiration date, your customers still can realize more in savings than they paid for the card in just a few visits. Even if you continued to sell the cards months after you received them, they are still a good value for the customer.



Pricing Worksheet

Print this form out and use it as a guide
for organizing your pricing decisions

Price we will have printed on the card:

\$

Price we will sell the cards for:

\$

Comments:

Will we give quantity discounts?

Yes

No

2 for

\$

3 for

\$

5 for

\$

Will we give discounts for blocks of cards?

Yes

No

10 for

\$

25 for

\$

50 for

\$

100 for

\$

We will accept:

Cash

Checks

Our breakeven point is this many cards:

Calculate breakeven point as follows:

Number of cards ordered multiplied by cost per card = total cost

Total cost divided by selling price per card = breakeven point

Projected profit:

\$

Calculate projected profit as follows:

Number of cards ordered multiplied by selling price = total revenue

Total revenue minus total cost (from above) = projected profit



Sales Plan

There are several ways that your organization can sell the Go-Cards. These methods will depend largely on the size and type of your organization, the number of volunteers actively involved in selling the cards and the size of your community.

For this example, let's assume that your organization is a group consisting of 30 members, and your goal is to sell 1000 cards for \$10 each and raise \$8,000.

APPOINT LEADERS AND RECRUIT YOUR VOLUNTEERS

The Go-Card fundraising program is simple and easy compared to traditional fundraising methods. In order to effectively run this fundraiser, you'll want to appoint a few responsible adult leaders who can help you plan, motivate, help and monitor your volunteer sales staff and their progress. Try to involve a number of helpers so that the workload is spread out among several people, and help them realize that their contribution is appreciated and necessary to guarantee the success of the fundraiser.

Identify and recruit as many volunteers as you can that will participate in the sale of the Go-Cards. In addition to actual members of your group, you might consider parents, coaches, teachers, leaders, retirees, local business owners, and so on - people who might be willing to give you a hand.

SET AN OVERALL FUNDRAISING GOAL AND A DEADLINE DATE

First of all, it's important to set your overall fundraising profit goal and set a deadline date on when you will achieve it. It is critical to finish the fundraising campaign in the least amount of time possible so you don't lose the energy, excitement and momentum of your organization. Remember, your volunteers are donating their time and energy to sell the Go-Cards for the benefit of the group, but they do have other time commitments outside of this fundraising campaign. For that reason, it's better to do a quick, high-energy, enthusiastic "blitz" campaign rather than a long, weary, drawn out sale.

Depending on the size of your volunteer group and how ambitious your goal is, you should probably plan for your fundraiser to last no more than 2-3 weeks in most cases. Many groups are able to achieve their goals in 1-2 weeks of concentrated activity.

INDIVIDUAL SALES GOAL PER VOLUNTEER

Set a sales goal for each volunteer that is reasonable; low enough to be able to achieve with some good effort, but not so high as to be unattainable. Depending on the ages and ambition levels of the volunteers and other factors, a goal of 10-20 cards each (outside of family and extended family) is about average. Like any other group, you'll have some volunteers who don't sell that many (or any), and some who sell a lot more than that.

Communicate this individual and collective goal to your volunteers, explain what the benefits of reaching this goal are, and let them know how important it is to the overall success of the program that they fulfill their goal.

INCENTIVES / CONTESTS / AWARDS

Most people like to compete and be challenged, especially if there is a reward for winning! For that reason, it's a good idea to set up a contest to provide incentives, prizes and recognition to your volunteers for a job well done.

Here are some ideas:

The prizes can be cash, tickets to movies, sporting events or plays, admission to skating rinks, ski slopes, batting cages, limousine rides, or gift certificates from local restaurants and businesses. Sometimes local merchants will be willing to donate these prizes to help you out with your fundraiser. Be creative and think of some things that would serve as great prizes, but won't cost you much (or anything) to acquire.

Consider awarding prizes or incentives for the highest number of cards sold by an individual, as well as by the highest producing team.

Consider breaking your volunteers up into smaller competing teams that are picked either randomly or by team captains. Each team comes up with their own team name, and collectively sets a sales goal. This will definitely result in more sales than would occur from just individual efforts, since it inspires team competition. This is also an excellent way to build community among your volunteers, who will get to know one another better when they're on the same team.

In addition, you might want to consider awarding a certificate for each volunteer who sells even one Go-Card, and another special certificate for each volunteer who achieves his sales goal.

Make a big deal of each participant and winner, and your volunteers will be fired up about the chance to do it again next year.

Remember in this example, you will be making \$8000 profit, so there is enough money to dip into for some prizes if you choose to do so.

ADVERTISE / PUBLICIZE YOUR FUNDRAISER

Consider having an official kickoff event to start the fundraiser. Publicize the fundraiser with fliers, signs, banners, and posters that are placed around the area in which you will be making your sales. Always be sure to include contact information such as the leader's name, phone number, email address or web site, so that interested people may have a way to get more information.

Contact your local newspaper to see if you can run a free advertisement telling about the fundraiser. Many newspapers allow nonprofit organizations to run these types of announcements for free as a public service.

Also, don't overlook school newspapers, church bulletins, Internet postings, social media postings on Facebook, Twitter, and MySpace, and on your organization's web site.

The more you publicize and promote the event, the better your sales will go. Be sure to be very clear about your organization information, including who you are, what you are all about, and why you're trying to raise the money.

GETTING STARTED

Okay, now you have your prices and goals set, your leaders and volunteers identified, and your contests organized; now what?

Get some standard size envelopes (#10 size); one for each volunteer you have that will be selling Go-Cards. We have a template available that you can use to print out one envelope for each of your volunteers. Fill out the left side of the envelope only; the right side is to be used to record the incoming cash and checks when the volunteer turns them in.

Count out and separate your Go-Cards in stacks, with the number in each stack equal to the individual goal for each volunteer. Put the cards in the envelopes but do not seal the envelopes.

Have each volunteer count the cards in his envelope, and then have him sign a sheet acknowledging how many cards he has received..

You do not have to give out all the cards on the first round - you may choose to hold some back in case you want them to sell at community events, etc.

HOUSEHOLD SALES

The first cards that each volunteer sells should be in his own household. Since the cards are good for only one person, each family member will need his own card.

In our example, let's assume that each household buys an average of 2 cards; that's 60 cards sold.

EXTENDED FAMILY

Volunteers should contact their extended family members that may also live in the area - siblings, grandparents, aunts, uncles, nieces, nephews & cousins. Typically these people are happy to help your group raise money. Again, each family member will need their own card.

In our example, let's assume that each volunteer sells an average of 3 cards to their extended family for a total of 90 cards; now the grand total is 150 cards sold.

GIFTS

The Go-Cards are a great gift idea, particularly on those occasions when you need more than a card and less than a gift. Volunteers should mention this idea to their family members and extended family; usually that will result in someone buying an extra card or two.

In our example, let's assume that each volunteer sells an average of 1 extra card to their household or extended family for a total of 30 cards; now the grand total is 180 cards sold.

Notice what just happened? The breakeven point for an 1000 card purchase is 200 cards. Your organization has just sold 180 cards without going outside of anybody's extended family. After you sell 20 more cards, you break even. Every Go-Card you sell from that point on is 100% profit!

DOOR TO DOOR SALES

The door-to-door sales campaign has traditionally been the cornerstone of the Go-Card sales plan, as it is very easy to do and time-efficient. Volunteers should go door-to-door starting in their own neighborhood where they know people. Sometimes it's particularly effective to have the volunteers go out in groups of 2, particularly if they are children or students. Younger children should always be accompanied by an adult for safety reasons, and also because they will be carrying money around.

When the resident comes to the door, the volunteer should say something like:

"Hi, we're doing a fundraiser for organization name. We're selling Go-Cards, which is a discount card that allows you to get discounts at several area restaurants and businesses. The cards are \$10 each, or two for \$20*. Would you be able to help us out?"

- *you can always provide your volunteers with a quantity discount chart if you choose to do so*

The volunteer should hand two Go-Cards to the resident, to suggest that they buy more than one. At some point, the volunteer should ask, "How many people do you have in your house? The cards are only good for one person. Would you like one for each person?"

Also, the volunteer should mention, "These cards make great gifts, especially for those times where you want to send more than a card and less than a gift. You can put one of these in with a birthday

card. Would you like to buy an extra Go-Card?"

In our example, let's assume that each volunteer sells an average of 15 cards in the door-to-door campaign for a total of 450 cards; now the grand total is 630 cards sold and the organization has made a profit of \$4300.

Now you have 370 Go-Cards left to sell to reach your goal. Here are some other ways to move them quickly:

SET UP A TABLE OUTSIDE A LOCAL RETAIL BUSINESS OR GROCERY STORE

A very effective way to sell a lot of Go-Cards in a short amount of time is to get permission from a local, high-traffic retail store to set up a display table at the store exit. Walmart, Lowe's, local grocery stores and gas stations/convenience stores are usually supportive of nonprofit organizations doing this sort of thing, as long as your group abides by any ground rules that they may have. A good rule of thumb is not to approach customers that are going into the store, but rather to wait until they are exiting the store.

Again, adult supervision is necessary here if children or students are going to be the sales volunteers.

Typically a group of 2-3 students and 1-2 adult leaders is a good size to work with, with each group working 2 to 3-hour shifts.

In our example, let's assume that your organization has a group working outside of a store from 9:00 am - 4:00 pm on a Saturday and Sunday. The group sells an average of 15 cards per hour, resulting in 210 cards being sold during the weekend, making the grand total 840 cards sold, and the organization has made a profit of \$6400.

Now you have 160 Go-Cards left to sell to reach your goal.

PLACE OF EMPLOYMENT SALES

Everybody has encountered the occasional parent who takes the child's fundraising campaign to their place of employment, asking co-workers to participate by buying candy, wrapping paper, popcorn, or whatever. This can actually be an effective way to sell the Go-Cards. Not everybody is in a position to do this at their job, but if there are volunteers within your organization who are willing to do it, encourage them to do so.

This will enable you to expose your fundraising campaign to an even wider audience.

In our example, let's assume that five parents sell 15 cards each at their place of employment, resulting in 75 cards being sold. The grand total is now 915 cards sold, and the organization has made a profit of \$7150.

Now you have 85 Go-Cards left to reach your goal.

SALES TO OR BY LOCAL BUSINESSES

There may be volunteers in your organization who own or manage a business, or whose parents do. The Go-Cards are a great tool for a small business owner to use in the following ways:

- As a reward for the Employee of the Week
- As appreciation for an employee who always is willing to work overtime, come in early, or otherwise go above and beyond the call of duty
- As a thank you to either a frequent or long-term customer, or to a customer who makes an unusually large purchase
- Realtors can give them out to home buyers who are moving into a new neighborhood
- Pharmacists can give them out to people who call in a new prescription or transfer one from a competing pharmacy
- Insurance agents can give them to new policy-holders
- Banks can give them to people who sign up for a credit card, a checking or savings account, or a CD
- Car dealers can give them out to people who have just bought a car
- The restaurants and businesses who already are sponsoring the program and offering a discount can sell the cards to their customers
- You might enlist the help of other nonprofit, community minded groups (like the Kiwanis Club, Elks, American Legion and other civic clubs) for their help in selling the cards to their members
- Your local police or fire station captain might be willing to see if he can get everyone on the police or fire department to purchase a card
- Your neighborhood pub might even be a good place to find some customers; the bar owner might just be one of your best salespeople!
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In our example, let's assume that you find five businesses that are able to sell (or buy) an average of 10 cards each, resulting in 50 cards being sold. The grand total is now 965 cards sold, and your organization has made a profit of \$7650.

Now you have 35 Go-Cards left to reach your goal.

PHONE / MAIL / E-MAIL CAMPAIGN

If your organization has participated in fundraisers before, then you probably have a list of people or businesses that gave their support to you in the past, either in terms of cash, time, favors or energy. Do not overlook the contacts you have that might be willing to help out, either by purchasing or selling Go-Cards, helping you to publicize your fundraising campaign, or offering their support, time, or resources.

Give these people a call, or send them a request by mail or email. Tell them about the fundraising campaign, how much you are trying to raise, and ask them to purchase a card (or more than one card). You might even ask if they are would be willing to sell a few cards to their contacts.

In our example, let's assume that you find seven previous supporters that are able to buy (or sell) an average of 5 cards each, resulting in 35 cards being sold. The grand total is now 1000 cards sold, and your organization has made a profit of \$8000. Congratulations!

COMBINE WITH OTHER FUNDRAISERS YOU'RE DOING

If your organization has participated in fundraisers before and you considered them to be successful, you might want to consider combining them with the Go-Card. For example, if your group has already committed to selling candy bars door-to-door, why not also sell Go-Cards while you're already on those doorsteps? If you're doing a carwash, why not sell the Go-Card to the people that are waiting to have their cars washed?

Remember that the Go-Card will end up being profitable for the customers after they use the card just a few times. The discounts they receive will more than cover what they pay for the card; after that point, it's a money-maker. For that reason, the Go-Cards are easy to sell, even along with another product that you might be selling to raise money for your group.

Instead of only doing one fundraiser, choosing to do two simultaneously will usually result in more profits (and it will give your prospective customers an additional choice if they don't want to purchase the other products you may be offering, or vice versa).

OTHER IDEAS

- Your organization can sell the cards at meetings, sporting events, performances or plays
- A high school can sell the Go-Cards at the admission or concession stands of football, soccer, basketball, baseball, lacrosse, or hockey games, or at a special table at the game set up for that specific purpose
- If your sports team sells season tickets, consider bundling a Go-Card with the purchase of a season ticket (adds value to the purchase)

- A swim team or gymnastics team can sell the Go-Cards at their competitions
- A music group such as a band or orchestra can sell the Go-Cards at their performances
- A church could sell the Go-Cards after Sunday services in the lobby or gathering place of the church
- If your organization is a sports team, have the players wear their uniforms when selling the cards, particularly when going door-to-door or when selling outside of a retail store
- A PTO or PTA can sell the cards at their monthly meetings, or even bundle the purchase together with yearly membership and make it mandatory