



# SALES & MERCHANDISING FUNDRAISING

## IDEAS THAT WORK

1. Collect the Entire Amount at One Time (preferably beginning of year)
2. Take Your Money to the Bank
3. Charge a Senior Portrait Sitting Fee
4. Help with School Picture Distribution
5. Sell Extra Pictures
6. Earn Desktop Dollars
7. Sell Business and Personal Ads
  - sell senior ads!
  - survey students to see where they spend their money
  - make a hit list to assign businesses to students
  - design a call back/reject slip for businesses
  - pay commissions for business ads

Rules:

  - entire class must first sell a minimum
  - put a time limit on selling ads
  - money must be collected before any paid out
  - senior/club ads don't count in commission
  - pay commission in \$1 bills before winter break
8. Promote Book Sales:
  - in letter to parents for senior ads
  - to local doctors/dentists/realtors/graduates - ask them to buy just ONE BOOK for a student who could not otherwise afford one
  - in spring to ALL students who have not yet purchased a book
9. Put on a Buddy Portrait Day:
  - order a backdrop from a photo wholesaler or borrow one from local photographer
  - borrow lighting system from photo class or local photographer
  - time Portrait Day between deadlines
  - order cardboard "frames" for photos
  - encourage multiple orders
  - consider digital if you have the equipment - print it all yourself!



10. Throw a Spring Distribution Party:

- charge \$2 admission
- give a coupon for supplement and/or plastic covers/pictures/signing sheets
- sell extra books
- sell pens for signing
- play loud music
- line up yearbook parents to chaperone
- decorate with hundreds of balloons in school or book colors
- hold in a room that will look crowded! (cafeteria/gym)
- promote like crazy (flyers/signs/reader board/announcements)
- only allow students to pick up book AFTER SCHOOL the next day if they don't come to the party

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