

10 Steps to Successful Fundraising with a Plant Sale

1. Establish your goal

- How much do you need to earn?

2. Name a Coordinator

- Choose a reliable person with great organizational skills and a passion for your initiative
- Make this person responsible for placing your plant order, depositing funds & paying invoice

3. Assemble your sales team

- Teams with at least 15 members work best
- Collect sales team contact information in case questions arise on an order

4. Plan a Selling Strategy

- Brainstorm with your sales team about their individual sales opportunities
- Assign members of your sales team to specific target areas and organizations

5. Print Order Forms and SELL!

- Print the appropriate order form and supporting documents for your fundraiser, then distribute the forms to your team
- Set weekly sales goals per individual

6. Communicate

- This is critical for fundraiser success. Make sure the sales team is communicating with the coordinator regularly. This will ensure you do not over (under) sell your allotted product and will also help you to identify any potential problems.
- Communicate with Galema's regularly regarding the status of your fundraiser

7. Seamless Delivery to Your Shipping Address

- A firm shipping address and delivery date need to be determined at least two weeks prior to delivery
- Coordinate with your sales team to assist in unloading and storing the plants

8. Plant Storage & Care

- Each live plant fundraiser has a CARE GUIDE. Follow the directions in the guide to insure plants remain healthy until distributed.

9. Distribute the Live Plants to Your Customers

- Give a Care Guide to your customers when you deliver the plants!

10. CELEBRATE YOUR SUCCESSFUL FUNDRAISER!

- Celebrate with the whole team
- Reward high sales

Additional Sales Strategies

.....Sponsor a contest

.....Reward achievement with prizes

.....Implement a marketing class where students study hands-on about product marketing

.....Suggest to small businesses that they give live plants as client gifts

.....Partner with other groups to achieve a common goal

.....Sell at athletic events

.....Advertise in the school newsletter

