

How to Fundraise for Profit

Using a simple System, Proven to Work.

If you're reading this, we thank you for having an interest in making a significant financial contribution to your preferred organisation. Fundraising is in the heart for many of us. We all like to contribute to the organisations that matter personally. Whether we donate our time or money, it's just human nature to help when we can.

This fundraising system works. It is simple, it's proven and it's profitable. It has the ability to assist in providing essential funding to projects and organisations so you can make a difference.

There are 2 major fundraising timelines.

- 1) Raise Money continually, at a pace that suits your organisation's needs. Based on the number of helpers and supporters that can assist makes a huge difference in the speed and total dollars that can be raised. It is true that many hands make light work. It also helps to project the ability to see how much money can realistically be raised within a group your size to meet the funding needs required by your organisation.
- 2) Raising money for a dedicated / scheduled event. This is more of a short term need or for a one off event. It is achievable for either selling products at the actual event or in the lead up which can help fund the costs for the event.

If you follow LogoMe's fundraising system, you will see the undeniable ability to achieve continued fundraising over a period of time using various physical products that do not have an expiry date. They are not food based like the traditional pie and lamington drives, and if the product has some left over after the selling period, it will be suitable to re-use again in the near future till the product sells out. This will ensure you maximise the profitability of each and every item.

All the products are personalised, which means the products can be identified to suit your brand or specific event. There are many product combinations available and the program we are about to talk about can be re-ordered as each part is broken down into its own fundraising segment. The aim is to achieve long term continual fundraising where each part can be analysed for success rates. This way you will know if it is suitable to be done again next year or the year after that.



In this Document:

We will show you an example of a system that has the ability to produce in excess of \$20,000 in profit through a systemised approach and over a period of time.

We are aware of the time and effort required to fundraise, and we recognise that a majority of people are volunteers within most groups. So to work to a plan over time minimises the stress or strain to the loyal volunteers and on their own time commitments. This is of vital importance to the long term success of the fundraising efforts. Not to mention that the supporters like to see the money then used in the manner as promised to complete the “feel good” experience for them.

LogoMe has developed a fundraising system that is unique. This document will focus on the long term fundraising efforts, not the “one off” event fundraisers. It is simple to execute, it runs continually throughout the year, without the stress or having to organise everything yourself. And the best part is, it will make considerable money for your organisation.

This system is ideally geared to run over a period of 6, 9 or even 12 months which is equivalent to a year of school, or a sports “season”, so it is structured in a way to continually fundraise when the funds become available from the prior phase of the plan. Segments can be skipped ahead or different elements can run at different times which make it suitable for a wide range of organisations.

You do need just a little time to explain each fundraiser to your supporters and they will end up doing most of the work for you. Your organisation will continue to raise funds throughout the year if you follow the system, while you can concentrate on the day to day management of your organisation.

The ability to raise \$20,000+ over a short period of time is achievable and this is a genuine fundraising system designed by LogoMe. We are a company that recognises the work that volunteers and organisations put into their fundraising efforts.

It's simple, it's organised, and it's profitable.



Examples of How to Sell the Product

This is entirely your choice. All methods work, some better than others, and that will depend on your organisation. It will be whatever best suits you and your supporters. There is no right or wrong answers. Here are just 4 methods we see used all the time.

- 1) You can use order forms for each supporter and they collect money up front and take details of who wants the product. – Then distribute the right amount of products to that person for re-distribution to the buyers on the sheets. This has elements of double handling for each person and can lead to a little frustration from the volunteer, but we have seen this work numerous times.
- 2) You can give each member or volunteer a quantity of products – e.g.: 25 each – and ask them to “*sell or return*” them within a time period. They either return unsold items with some cash for the ones sold or all the cash. This works well for those buyers who will give \$2 instantly and the product is handed over immediately. This has the highest sales rate and is the easiest workload on the fundraiser. If they need more product – they can request more from the organiser. The downside is people fundraising feel obliged to “buy” the amount of products given. This is common for items like raffle tickets where the family buy all of the tickets as that is the easiest option when they haven’t made time to sell more than a few to close family members. This can be overcome by keeping a simple list up front of how many is given to each person, some people will want a lot and have the personal network to sell them, some others might just sell a few. It all counts, but don’t pressure the person to take a large quantity when you know they may be returned unsold. Making your volunteers sell can make them feel uncomfortable and may reduce the willingness to participate in further fundraising activities.
- 3) You can sell them at stalls, events, on counters, or in businesses, or even a donation / honesty box where they pay for a product and take one for the donation. This generally requires time to set this up and relies on others to do the right thing with your product and money raised.
- 4) You can sell online – this presents a minor issue for including a freight component as most of the products are only a few dollars, a free freight option is not viable unless you put the price up to cover the cost of the freight. E.g.: a \$2 wristband you would need to sell for \$3 to cover a stamp and an envelope. Normally there are PayPal fees for purchases online, print order forms and bank reconciliation required. So all this adds complexity to the selling of the products online and can eat into the profit margin made on an item. This does work well though if you are promoting nationally, as it can be supported from anywhere in the country which gives you a larger buying base to work with.



You will naturally have some people who will sell a lot, and some who will do the minimum required. Incentivise the fundraiser with competitions and or rewards for those who contribute the most for the sale of the products. A healthy competition that recognises performance is a very powerful way of getting people to contribute a little more time and effort to the fundraiser. Profits also go Up.

Pricing - Mark up a little or a lot?

One of the biggest concerns with fundraising when selling product is price. There is a fine line between overcharging for a product because you are fundraising Vs providing a token value product for a small donation. This does change from product to product and we have in our system both options. There are many variables to consider, but we have analysed this over a long period of time and we believe the profit is maximised if you keep the price as a value offering that does not seem overcharged for the product. People will re-purchase because they trust what they are getting has some value around that price, and they are happy to contribute.

Example – we recommend a wristband is sold for just \$2. It is a small coin and people seem OK with donating a coin out of their pocket or purse compared with using a note. If you were selling the same product for \$5. You will still sell some, but people will see it as a high priced donation and not associate value with your organisation. This lessens the chance of re-purchase from this customer again in the future as they feel “they have given over and above the first time”. You will find as we have over the years of doing this – you will end up selling more of the value priced item compared to the high priced product at about a 5:1 ratio. Which means it is more profitable and easier in the long run to sell a larger quantity to a larger amount of people willing to buy at a cheaper price. Therefore another benefit is your fundraising message is heard by more people and you get your name / message out across a larger audience.

LogoMe will provide price guidance with all the products used, based on our experience, so you don't have worry about working out sell prices. You can actually set the prices at whatever price you want to, the choice is entirely up to you.

Re-Investment

The key to continued fundraising – is to re-invest some of the profits into the next phase of the fundraising cycle. This way money is continually available to purchase without continually dipping into your organisations cash flow, while also the excess funds being raised can be used throughout the year. This strategy is simple in its execution. Continued re-investment = Building Continued Profit Over Time.



A Fundraising System Case Study

The examples will not reference specific products beyond the first one, as the product can change to suit the needs and timing of your organisation. We do however recommend to start with one of the easiest to raise money with. Wristbands.

School Example – over 9 months (the school year)

A Primary School with 400 kids – which is about 250 families.

Step 1

The P & C or the school funds the initial purchase of \$1500 for the first product which we recommend is printed Wristbands. The school receives 2500 wristbands printed and personalised in school colours, with marketing flyers and order form ready to print, distribute and sell.

This example uses 2500 units that resell for \$2.00 each. Students can be given an order form to take names and collect \$2 from people in their surrounding family & local connections. Say a school of 250 Families (more than 1 child in school at the same time) sold on average just 10 products per family each = $250 \times 10 \times \$2 = \$5,000$

It can be organised, commence and completed within 1 month. Profit raised from the 1st promotion is \$3500 after costs for the product purchase if all bands sold for \$2 ea.

Step 2

Now this is where the re-investment strategy becomes the driving force in turning this money into a continual fundraising stream.

The P & C re-invests \$3,000 of the money raised from product 1 into products 2 and 3 and repeats the process. This builds on the success of the first phase. These products can be sold in a different manner or the same way. That's up to you, the organisers.

Sales from these products will raise another \$7000 in sales. Which leaves a \$4,000 profit from the sale of these items.



Step 3

The school re-invests \$4000 into product 4 for a quantity of just 200 units. This is a more expensive product e.g.: They cost \$20 each that changes the target market to a more business oriented “\$50 donation” in which they receive “Limited Edition” 1 of 200 only style of product. Most parents work somewhere, and it’s not a stretch in reaching out to those parents’ employers for a small donation.

This strategy pushes exclusivity and people will pay a larger price for something that is very unique and in limited supply. For a \$50 tax deductible donation per product sold the school will raise \$6000 profit. There is an importance in changing the demographic of the purchasers so you are not continually selling to the same people all the time, and generally businesses can afford a little higher priced items as they like to be seen supporting the local community.

This phase raises \$6,000 for just 200 products.

Step 4

By this stage LogoMe would assist you by formulating a specific larger merchandise plan of between 10 and 20 items. (Specific products that suit your organisation, and can include products you already have). These would be made into a marketing flyer or a PDF e-brochure with a separate order form page.

Product examples range from the basics of Pens and Keyrings, to more expensive products specific to your organisation. The school can either pre-order the exact amount of products they receive on pre-order forms or they can pre-purchase a small quantity of each to have on hand for immediate purchase. We find a combination of both suits, as it doesn’t tie up money in stock and has the ability for some immediate sales when people see the products in front of them.

The pre-order helps identify the stronger selling items in the range so you don’t have excessive cash tied up in holding stock up front as the orders are placed via order forms due back at the school by a certain date, and 2 weeks later – all the product turns up ready for distribution to the purchasers via the kids.

Typically a \$5000 assortment of 10-20 products will yield approx. \$12,000 in return.

This is an assumption based on experience, and based on 250 families in the school, this works out at approx. \$50 of product sales per family sold, which is a very low average number and achievable. The school would profit approx. \$7,000 from this phase.

**** this step 4’s profit above is only an assumption – profit is determined by the product mix and profitability per item x quantity sold****



Step 5 and beyond

Throughout the year there are options for 2 of 3 standalone fundraising variations that can run. We call it the “\$10 for \$15” program. (Buy for \$10 sell for \$15). The unique strategy with these products are – you do not need any money up front. It is a pre-order system from a merchandise form that is supplied.

LogoMe has a specific range of products that are used as fundraisers for this phase with massive success. Basically pre-orders are taken of the personalised product. You gather the order forms buy a certain date, 2-3 weeks later the products are delivered ready for distribution. The money is collected at the time of order, so there is money to purchase the products when the actual order is placed. And you already have the profit of \$5 per item in your possession.

So basically you make \$5 per product sold.

We typically see an average of over 1.6 products per family purchased in a primary school environment – so this example would be 250 families = 400 bottles x \$5 = \$2000 funds raised without using any money.

This can be repeated several times for different product – each time this system is run it can reach a \$2000 fundraising average. This is entirely based on pre-sale of items. Results will vary based exactly on the quantity of products sold. The above is an average of real life examples.

So if 3 of these promotions were run over the course of the year, it would be approx. \$6,000 in raised funds.

A summary of what’s achieved above –

Based on if you had a school of 250 families (400 students)

Month 1 (Step 1), Wristbands – sell 2500 for \$5,000 sales with \$3,500 profit.

Month 2 (Step 5), Product “10 for 15” Promotion – sell 400 units with \$2,000 profit

Month 3 (Step 2), Products 2 and 3 – sell \$7,000 with \$4,000 profit

Month 4 – Break - (or complete step 2 into the start of this month)

Month 5 – (Step 3), Sell Business and other people the “1 in 200” – just 200 items – sell \$10,000 for \$6,000 profit

Month 5 & 6 (Step 4) Commence Merchandise range pre sales via order form – \$7,000 profit – this is just an approximation based on prior experience. It depends on volume of orders and margins per product. Based on \$50 sold per family in the school. (This is just an assumption – this can be much lower or higher)

Month 7 - Break

Month 8 & 9 (Step 5) 2nd product Promotion – approx. \$2,000 profit



Here is what this school example made in profit.

\$3,500 profit after costs for wristbands.

\$2,000 profit from 400 products sold in the “10 for 15” fundraiser.

\$4,000 profit from the sale of Products 2 & 3

\$6,000 profit from the “1 in 200” product sale.

\$7,000 profit from a 10-20 product merchandise range

\$2,000 profit from 400 products sold in a different “10 for 15” fundraiser.

\$24,500 profit raised over the course of 9 months from the sales above.

So even if you allow for a few products left over, a few go missing or are given away to key people as a thank you, or you use a little profit to fund incentives throughout the year to recognise the hard working volunteers – you should still profit over \$20,000 for the efforts put in to make the above happen.

All this commenced with a \$1500 Wristband promotion and was followed through with a re-investment strategy that continued to add profit throughout the year.

How to make this happen for you.

This strategy has been written with “Product” without saying what the products are for a reason. This system can be applied to your organisation, and you can put whatever products you like into the phases. The document is more about setting up the system and planning out the fundraising schedule so you can get the supporters on board to assist make it happen. You can even delegate each phase to a different “leader” to spread the workload, so it is not all left to the one person as we see continually in all organisations.

If you have read this and are interested in implementing this system in full or in part, LogoMe can assist you with this as we have every product already organised and sorted, which can be personalised to suit your fundraiser. LogoMe would be more than happy to discuss with you the options and help identify what’s possible for you. Every example and product mentioned above is an existing fundraising item that we purchase or produce ourselves. All the branding is done at our Newcastle production facilities and distributed nationally.

LogoMe has been a fundraising gift and product supplier since 2001 and we have helped to raise over \$3 million dollars in the last 4 years alone.



If you have access to \$1500, you have the ability to turn that into \$5,000 in 1 month. Just start with LogoMe's Wristband fundraiser. And you will have started phase 1 in no time.

Even if you don't have any money up front – you can start with a “10 for 15” product promotion which in turn can earn you \$2000 profit if 400 products can be sold.

This give you the cash to move back to Step 1 with a Wristband fundraiser which will then profit another \$3,500

So with 2 quick phases you can go from Zero to having over \$5,000 clear profit. That is a nice way to start or to add into your existing fundraising structure.

Re-Investment to the key to what makes the snowball effect on overall money raised. It really is that simple. Continue to fundraise without spending months arranging the prizes and printing tickets etc.... This system is a complete done for you package. You just need to roll it out to your organisation like you would any fundraising activity, and watch the results come in fast.

In Summary

We thank you for taking the time to read this, and wish you all the very best in being able to raise as much funds as possible for your organisation. If you would like any more details on the specifics on what can be arranged for you, we are only a phone call or email away. LogoMe is based in Newcastle NSW and can organise and run these programs with you Australia wide.

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