

FUNDRAISING SUCCESS TIPS

Thank you for choosing ecostore Good Soaps for your fundraising project. Whatever your Good Cause we're here to help you succeed!

HOW TO GET STARTED...

- Clearly define the Good Cause you intend to fundraise for
- **Determine how much money you will need** to achieve your goal and how many fundraising carry cases you will need to get there
Helpful hint: Check out our profit calculator (www.ecostore.com/fundraising) to help decide how many carry cases you'll need to reach your goal, we recommend 1 carry case per seller
- **Select your soap fragrance**
 - Lemongrass (special fundraising soap box design)
 - Grapefruit & Mint (space provided on the box so you can add your own message or drawing - great for personalised gifts)
- **Plan your fundraising dates:** two weeks is a suggested amount of time
- **Get your Good Soap order form:**
call: 1800 236 774
e-mail: fundraising@ecostore.com
order online: www.ecostore.com/fundraising
- **Choose a fundraising co-ordinator,** they will be responsible for keeping track of carry cases allocated to each participant and recording the money returned
Helpful hint: Download our handy tally sheet to help you keep track: www.ecostore.com/fundraising
- **Get parents involved,** let parents know about your fundraising project and don't be afraid to ask for their help
Helpful hint: Download a sample letter to parents here: www.ecostore.com/fundraising



ONCE YOUR SOAPS HAVE ARRIVED...

- Ensure it matches your order. If there is a discrepancy or the stock has been damaged in transit, please call us immediately (1800 236 774)
- Share your message, promote your Good Cause eg. newsletters, noticeboards, posters, email or websites

EQUIP YOUR TEAM

- Gather your team
- Share your Good Cause and fundraising goal
- Explain how the fundraising process works, and what are they required to do and when
- Choose where and when you will collect money from participants (eg. each morning before school starts) and nominate one person to collect and account for money each time
- Motivate your team with an incentive for selling product and what they need to achieve to be awarded a certificate. Maybe it's the top seller, the most effort or a spot prize?
- Allocate and hand out stock to your team; you may also want to give them our seller's flyer – this helps them remember information about the product and how to introduce themselves to potential customers
Helpful hint: Download our sellers flyer here: www.ecostore.com/fundraising
- Give out extra stock as required, download our handy tally sheets to keep an accurate record of stock given to each participant

THE ART OF SELLING

The most important thing is to smile and have fun!
Be proud of your cause, wear your school or team uniform that you are representing and a name badge always helps too.

Introducing yourself

- Tell people your name and what team/school you are from
- Share your fundraising cause and that \$1 from each soap goes to your cause

Download our seller's flyer to help you explain:
www.ecostore.com/fundraising

- Let them know the fragrance of the soap
- Say thank you!

WHO CAN YOU SELL TO?

Family, friends, community markets, local events, workplaces and your neighbourhood

Note personal safety is very important; please make sure parents accompany children when fundraising

TRACK YOUR TEAM'S PROGRESS

Throughout your fundraising event it is great to keep track of your sales results and encourage everyone to keep going and reach their targets

FINISHING UP!

- A few days before the end of your fundraiser send a reminder to your team with the date you require all money collected and unsold carry cases to be returned
- Tally the results and share the success with your team! Acknowledge and award certificates or prizes to high achievers. *Download an awards certificate here: www.ecostore.com/fundraising*
- Send a thank you letter or e-mail. We have drafted a sample message that you are welcome to use. *Download thank you message here: www.ecostore.com/fundraising*
- If you have any unopened shippers left over, you can return these to us within 30 days of receiving your order and we will issue a full refund provided the shippers are undamaged and in good condition (remember 1 fragrance per shipper)

Please note – the cost of returning the product to us is at your expense, unfortunately we are unable to issue a refund for individual carry cases

Any questions? We'd love to help!

All the best!

The ecostore team

Call: 1800 236 774

E-mail: fundraising@ecostore.com
www.ecostore.com/fundraising

no nasty chemicals.org

