

HOW TO INCREASE SELLER PARTICIPATION IN YOUR BUTTER BRAID FUNDRAISER



Fundraisers are important to the success of many organizations. A strong fundraising effort helps to ensure there are enough resources to support all the activities a group participates in throughout the year. Much of a fundraiser's success depends upon a high level of seller involvement. If a group has high seller participation, they're more likely to sell more products and, in turn, raise more funds. However, getting kids interested in fundraising can be challenging. Thankfully, there are some relatively simple things you can do to increase seller participation and make a big difference in your next fundraiser.

Why Doesn't Everyone Get Involved?

You may be thinking, "If fundraisers are so beneficial, why doesn't everyone participate in their school or organization's fundraising efforts?" There are many reasons why kids choose not to sell. Some students may be too busy with other extracurricular activities or family obligations. Others may simply not be properly motivated. Sometimes, it isn't the sellers at all. Depending on

the age of your group, fundraising efforts can largely fall on the parents. Many parents don't have a lot of extra time to commit to fundraising. Knowing what obstacles are in the way of your ability to increase seller participation will help you find the right solution for you group.

How to Increase Seller Participation:

1. Get parents involved

As we already mentioned, parents are often the driving force behind a child's fundraising efforts. Involving them in your planning process and giving them time to prepare is key to getting more parents to participate.

Giving parents plenty of notice about your fundraiser allows them to carve out time in advance to devote to your event. This increases the likelihood that they will participate. You can do an email blast, put an announcement on your group's website, send home flyers, or all of the above to help parents know what to expect. Remember, frequency is the key to good communication. Send reminders out often and use multiple mediums to get the word out.

Also, don't forget to tell them what you're fundraising for. Parents are more likely to contribute when they understand exactly what the proceeds of a fundraiser are being used for and how it will benefit their children.

2. Set the right schedule

If you want to increase seller participation in your fundraiser, the timing of the event is critical. Don't just limit yourself to doing one fundraiser at the same time every year. Try switching it up from year to year to see what time works best for the most members of your group and for your community.

If you plan to run multiple fundraisers in one year, be sure you space them out. When you try to squeeze too many fundraisers into too short a period, sellers and supporters can start to feel the effects of fundraising fatigue. Students and parents get burnt out, and customers may start reducing the number of items they purchase from each fundraiser. Focus on better results with just one or two fundraisers a year.

3. Get your group motivated

You can also increase seller participation by offering unique rewards to the members of your group that participate. Motivate sellers by giving them the chance to win a pizza party or a dress-up day if you meet your group goal. You

can also have special prizes for the top seller in your group such as principal for a day, a free movie ticket, or a no homework pass.

4. Give periodic reminders to encourage sellers

Keeping sellers motivated throughout the fundraising process helps to prevent seller apathy after the kick-off. Pump them up during the day by giving them friendly, exciting, and inspiring reminders. Also, give them a visual representation of their progress! If kids see a fill-in thermometer or progress chart showing how close they are to achieving their goal, it will help motivate them!

Putting in the time and effort to increase seller participation will help make your fundraiser a success. In the end, the best thing you can do to get more people involved is to share your enthusiasm. Excitement is contagious! When kids see how fun fundraising can be, they're more likely to jump on board. Doing extra little things to keep that excitement going will have a positive influence on the members of your group and on the overall outcome of your fundraiser.

