



 **AMERICAN LUNG ASSOCIATION.**
IN CALIFORNIA

TOP TEN FUNDRAISING TIPS

1. Make a Prospect List and Work It

Make a list of prospective customers. Review the list and make sure you have at least ten good prospects. Focus on your best prospects first and stick to people you know - friends, relatives, neighbors, and co-workers.

2. Promote the Poinsettia Plant as a Holiday Decoration or Gift

Emphasize the poinsettias as gifts for a good cause. People tend to purchase more for gifts, and the plants are great gifts for clients, partners, friends, etc.

3. Publicize Early and Often

Send an email blast to your co-workers, friends, and family to let them know about the sale. You also can put out a whiteboard on an easel to promote the sale in your office or break room.

4. Rehearse the Sale Information

Practice your sales pitch at home. Fine tune your sentences to include why you are participating, where the proceeds will go, and the value of the plants because of their quality and size.

5. Be Prepared

Carry your order form and flyer with you wherever you go. You never know when a good prospect will appear!

6. Pick Favorites

Personalize the sale by picking one or two favorite poinsettias in size and color, and promote them as your favorites.

7. Be Easy to Buy From

Do everything you can to make ordering easy. For example, offer to fill out the order form for them.

8. Reward the Early Birds

Offer early bird prizes to the first, second, and third person who ordered plants.

9. Create Prize Incentives

To increase participation, offer some incentives for various goals - biggest order, referrals to the sale, etc.

10. And Last but not Least, Smile and Have Fun!