

Title:

Youth Sports Fundraising

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Summary:

Seven tips for improving your youth sports fundraising. Includes sample sale script, advice on high-traffic locations, product selections, and much more.

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Article Body:

Looking for some tips on improving your youth sports fundraising? Every youth sports league must fundraise to cover expenses and keep fees low. So, how do you raise more funds? Focus on these seven factors and you can easily double your results.

#1 - Product Selection

In youth sports fundraising, it's so important to select the right products to sell. The right selection is one that has mass appeal, an above average price point, and good profit margins.

Don't sell what's always been sold every year. Consider choosing items that meet the criteria below.

#2 - Product Price Point

Your product offering should be at an attractive price point. This means it should be neither high nor low, but rather right in the comfort zone that encourages people to open their wallets.

If you're selling a low-priced product, you are at a disadvantage because you aren't maximizing your revenue from each prospect. In this situation, try bundling a small quantity together and ask for more dollars.

For example, if candy bars are being sold for \$1 each, put together variety three-packs or a family ten-pack. Get your prospect thinking bigger numbers. Many of them will step up to the bundle.

#3 - Product Profitability

It's important that your fundraising product has a high profit margin. Ideally, you'd like to make 80% or more if you can. This would be products like discount cards for two-for-one deals at fast food places.

Many standard items have a profit margin of 50% and that's OK. It just means that you'll have to pump up the volume to make the same net that you would with higher profit items.

If the product chosen is one with a lower profit range of say 40%, then it needs to either be a higher-priced item or it needs to be likely to inspire quantity orders from each prospect. For example, cookie dough is often in this range, but price points are \$10 & up. Many families will buy two or three units.

#4 - Sales Script

Don't send your sellers out unprepared. Part of youth sports is teaching and helping kids with their sales skills goes a long way toward building self confidence.

Here's what to tell them:

- 1 - Make eye contact, smile and introduce yourself.
- 2 - Say one sentence about why you are raising funds.
- 3 - Say second sentence that asks for their help.
- 4 - Make sure that sentence includes the word "because".
- 5 - Extend sample item, catalog, or order sheet.
- 6 - Suggest a personal favorite item or bundle.
- 7 - Always ask for the order.

#5 - Prospect, Prospect, Prospect

Now that your kids know what to say, they have to have prospects for their sales pitch. You can't set sales records without having a large supply of prospective customers.

Have everyone make a list of their potential customers. Have them do it as a team exercise and make sure they write them down. It's very important to do this and to have each seller commit publicly to doing their part.

Have each seller stand up in front of their teammates and state how many prospects they have. Then have them make a commitment to raising a certain financial amount. Set minimum amounts and encourage competition by offering prizes for various achievement levels.

#6 - Location, Location, Location

Another way to boost your youth sports fundraising is by going where the prospects are. Your group can reach incredible numbers of people just by setting up fundraiser sales tables at entrances to high-traffic retail locations.

Grocery stores, home improvement stores, and mass merchandisers are all places where hundreds of prospects are available. Get permission well in advance from the store manager.

Set up a small table to display your fundraising product items. Staff your spot with two adults and two kids for each 90-minute shift.

Decorate the area with league banners and large-lettered signs explaining your offer. Your signs must inform them well in advance of reaching your display and sales table. That way, those interested in helping your sports team will be primed to stop and will be more receptive to hearing each youth's sales pitch.

Example:

"New Uniform Fundraiser"

"Tasty 3 lb. Cookie Dough - \$10"

Imagine how many potential prospects there are at those locations who are completely outside your normal range of contacts. Now, go out there and sell them something!

#7 - Have Fun

Always make raising funds fun for the kids. Their emotions are subconsciously communicated to each potential prospect.

If they are smiling while cheerfully communicating your team's need and asking for help, then chances are good they'll get a favorable response.

If they're looking down and mumbling some garbled sales spiel, then chances are more people will pass on the offer. The way to get them involved is to have some competition going, have some fun activities built around the process, and have some rewards waiting for success.

For example, post a list at each team practice of the top sellers. Everybody loves to be recognized!

Do a fun activity just for those who help out by working the retail location sales table. Take the participants bowling or to a batting cage or a golf driving range. It'll bond fathers and sons and encourage increased participation.

Have a rewards party after the fundraiser wraps up. A simple pizza party or group picnic is sufficient. Just make sure that everyone gets recognized for pitching in.

Allow the kids time to run around and enjoy themselves. After all, isn't youth sports all about having fun?

Follow these seven tips and your youth sports fundraising effort will be a big success.