

Title:

Fundraiser Candles for Your Group

Word Count:

414

Summary:

Candle fundraisers are your basic order taker fundraiser. You need to do more than just show pictures of candles. Showing fragrant samples will dramatically boost your candle fundraiser's results.

Keywords:

fundraising, fundraiser, fundraisers, non-profit fundraising, school fundraiser, school fundraising, candle fundraiser

Article Body:

Looking for a good fundraising idea? Candle sales are easy and profitable. What, exactly, is a candle fundraiser?

Candle fundraisers are your basic order taker fundraiser. You need to do more than just show pictures of candles. Showing fragrant samples will dramatically boost your candle fundraiser's results.

The basic concept is the same as all order taker fundraisers. You equip your sellers with a brochure, an order form, and a basic sales script.

The brochure describes the various candle selections and provides details on color, aroma, size, shape, weight, and container type. Price points are usually on the order form itself.

Unlike candy or cookie dough, it's easy for your sellers to carry samples. Their non-perishable nature makes them a great fit for weeklong sales efforts.

One of the great things about candle fundraisers is how the aroma of your samples makes the selling process so much easier. Most buyers will sniff several samples and imagine how the candles will fill their homes with their pleasant smells.

Perennial favorites are french vanilla, bayberry, apple, pumpkin spice, apple cinnamon, holiday pine, melon burst, and citrus breeze.

Candle sizes range from small two-ounce votive candles all the way up to giant

three-pound ball or bell-shaped versions with multiple wicks.

Several fundraising companies have candles in decorative shapes like various fruits, animals, wizards, trees, and figurines. In addition, large rectangles, cylinders, half-rounds, and tapers are always readily available.

Some companies also offer container-based candles which burn more slowly and safely. They also avoid messy cleanup problems. Popular styles are Mason jars, jars with handles, jars with screw tops, and square glass containers.

Profitability

Most fundraising companies offer their candles at a 50% discount. Some suppliers also offer a larger discount for higher volume sales.

The average seller makes five to seven sales. Many of these sales are multi-unit buys, so they average about \$80 in revenue. That translates to roughly \$40 in profit per seller, which is quite good.

Factors affecting your candle fundraisers profitability include freight charges, quantity discounts, quality of the brochure, number of available candle choices, the motivation level of your sellers, and the duration of your fundraising activities. And of course, the most important factor is having fragrant samples in the hands of your sellers.

This product works well for both elementary school and high school fundraising.

Larger groups can easily earn a quantity discount above 50%. As always, do an RFQ fax quote to the candle supplier list and lock-in your best possible discount up front.