

## Case Study:

# School Fundraiser

Assumptions:

800 student school

Open to student fundraising

School needs a new gym



**A**s a Vice-Principal, administrator, or parent advisory board, you decide that this year's fundraising campaign must fulfill the following objectives: i) raise funds for the chosen cause ii) inspire the community to participate iii) educate the students and the community iv) promote environmental sustainability.

You've become aware that there is a movement to reduce the amount of plastic shopping bags being consumed in grocery stores these days. Thinking to yourself that there has to be some kind of eco tote bag on the market that is inexpensive, made with recycled material, potentially biodegradable, and that has a great imprint surface, you contact your favourite promotional products distributor who shows you a large variety of tote bag solutions.

In a school assembly, you advise the student body that you are using an eco-friendly tote bag as a fundraising vehicle. The key is to arm each student in the school with 1 tote bag that has the school logo on it along with an eco message. The students will be told that they are raising money to build a new gym by selling tote bags. Most importantly, the students will have to be educated on the perils of plastic shopping bags and non-reusable bags. Their goal will be to "educate" their parents, grand-parents, friends, and neighbours about why it's so vitally important to be using eco-conscious/re-useable bags. They will use the sample given by the school to show the effectiveness of the bags and talk about its eco-properties. By educating prospective buyers, the hope is that the parents, grand-parents, friends, and neighbours will support the fundraising while at the same time helping to conserve and enrich our planet. A media release can be issued to the local newspaper, radio, and/or television station that promotes community involvement and boosts sales.

Consider the implications:

-If each student sold a mere 5 bags, that's 4000 advertising impressions on a reusable product that will be seen thousands of times!

-If each student sold 10 bags, that's 8000 advertising impressions on a reusable product that will be seen thousands of times!

Once all of the orders are tallied, the school places one master order (cost savings are incurred with higher volume orders) and the goods are delivered by the students. Your school message is forevermore advertised in the community and the fundraising campaign can be repeated yearly.

**How to boost your sales:**

To significantly boost student participation and sales, try providing incentive prizes for "all-star performers." For example, the first 10 students to sell 50 units get an MP3 docking station. These can be purchased from Debco (style CU4513) at a suggested retail price starting at \$13.44. This is an extremely small investment with the promise of a great return. You can also give away drawstring knapsacks for students when they meet a pre-determined objectives.

**The result:**

If done effectively, we have seen success stories in excess of 20,000 bags for one school!!!!!!

**Suggested tote bags:**

The tote bag that is selected depends largely on the demographic of the school. In an affluent area, the NW4060 is a terrific pick. In a less affluent community, consider the NW2950 as it's very economically priced. Good luck with the sales pitch!! Remember - we've all purchased chocolate coated almonds for at least \$3 a package. It's definitely not a far stretch to support a community school and the environment by purchasing a \$4 or \$5 tote bag!!!

