

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Not Your Ordinary Fundraising Idea**

**By ANNETTE T THOMAS**

Not Your Ordinary Fundraising Idea by ANNETTE T THOMAS

NOT YOUR ORDINARY FUNDRAISING IDEA

By: Annette T Thomas

When it comes to traditional fundraising campaigns there are literally thousands of ideas that organizations seeking to start a program can utilize. Traditional fundraising has always been to present the program, get groups to sign up, and get patrons to purchase the product. But, with the advent of the Internet, many such programs that have been a traditional face-to-face method have become more updated and accessible and even more creative. Even though the means has changed, the methods have not. There are several key aspects in a solid, profitable, and mutually beneficial fundraising program that have not changed over time.

First, The program has to be easy to understand. Those who would demonstrate the program not only have to be trained, but they have to demonstrate the program with ease. A program should not be complicated when the main objective is to gain positive revenue results. The better the prospect understands, the better the likelihood that the product will be sold.

Second, Profitability. Any program, whether it's a food drive, Girl Scouts, or casino night at the local church, they are in the "business" to make money. There is one other dimension here, there has to be a fast turnaround in revenue earning. Not many programs realize a fast turnaround in their sales objectives. Some programs may take anywhere from 6 months to a year maybe more. It all depends upon the marketing mix of production, packaging, pricing, and the most important promotion. The program chosen also plays a factor.

Salable. Uniqueness is good in a product, but the true test of a product is its performance in the marketplace. A product that is unique may not sell well if it's not like by those who are considering its purchase. On the other hand, its uniqueness may set it apart and it may realize its own niche. Products that have been around have made themselves known to the public and have attained a niche that they are unforgettable.

## Not Your Ordinary Fundraising Idea

The International House Of Coffee Inc., is one of the fastest growing new companies of this century. Their current success and future successes are based off old fashioned values. They believe the customer comes first. An important part of the International House Of Coffee(IHOC) is its desire to give back to the community. They offer a wonderful fundraiser for schools, religious organizations, youth sports teams, etc. They also sponsor some of the major Non Profits that benefit the community interests as well as global interests.

Their fundraising program has been designed very carefully to ensure success for any organization. They offer free shipping, attractive order forms, informative guidelines, and most important, high quality products that are consumed by over 89% of all adults worldwide. These benefits guarantee an easy sale. Most fundraising opportunities blind you with high profit margins and offer a sub standard product that people don't really want to purchase. They offer a product line that everyone is happy with. Not

only do they offer the best selling coffees, they offer teas, chocolates and candles. They want to make sure they have something for everyone in their product offering.

Their new program, E-IHOC can be done alone or with their traditional program. They issue an organization a "coupon code number" that can be distributed to their patrons, clients, or members, etc. They will be invited to visit the IHOC on the internet. When they visit the store they can buy any of the products listed on the "fundrasing section". Whomever the organization advertises this "coupon code number" to, they will be able to use it over and over til the expiration date.

To visit them on the internet log on to [www.giftaccentsetc.com](http://www.giftaccentsetc.com) and click on the International House Of Coffee text link.

Annette Thomas is an accomplished freelance writer that lives in Kissimmee, Florida. She has written articles for the screenprinting industry as well as fundraising companies. She is also a professional songwriter, an entrepreneur and currently married.

### **Some Important Fundraising Tips To Remember**

**By D. David Dugan**

Fundraising doesn't have to be a challenge if you have a good product, are well organized, and have a good attitude. Try to put yourself in your customers' shoes, treat them how you would like to be treated. And always remember you are representing your team so be on your best behavior. Keeping all this in mind, here are some great tips to help you have a successful fundraiser.

#### Organizational Tips

- Identify your organizational needs and fundraising goals
- Motivate your organization and members
- Relay the organizational goals to the parents and participants
- Begin planning the logistics of distributing the products to the participants, and eventually, to the supporters

## Not Your Ordinary Fundraising Idea

### Helpful Hints

- Set a daily goal based on how much time is available
- Practice your sales presentation with your participants
- Show customers the Order Form so they can see the various team options
- Be helpful if the customer is indecisive, and be prepared to offer a suggestion
- Keep a copy of your customers' name and purchases for next year's fundraising drive

When selling be sure to follow these steps:

- Introduce yourself, (Hello, my name is\_\_\_\_\_) · Tell the person why you are fundraising (We are trying to raise money for our football program...) · Ask if they would like to buy multiples of your items.
- Tell them your item is a great, inexpensive gift for fans of any age · Be sure to thank the customer (Even if they do not buy any of your items – remember you are representing your team and town.)

Most people are more than willing to help you in your fundraising efforts. They have probably been in a few themselves. Always remember to thank them and wish them a pleasant day. A good product and good service will quickly bring you success in your fundraising efforts.

D. David Dugan is the president of DD&C and personally helps to maintain their computer support forum at

<http://forum.dugancom.com>

as well as their Spyware Information site

<http://spyware.dugancom.com>

· Be sure to check out the Brax Fundraising website at

<http://www.braxfundraising.com>

·



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**