



10 Steps To Successful Live Plant Fundraising!

1. Establish your goal

- How much do you need to earn?

2. Name a Coordinator

- Choose a reliable person with great organizational skills and a passion for your initiative
- Make this person responsible for collecting fundraiser proceeds

3. Assemble your sales team

- Teams with at least 15 members work best
- Collect sales team home and alternative phone numbers and addresses

4. Strategize your selling

- Brainstorm with your sales team about their individual sales opportunities
- Assign members of your sales team to specific target areas and Organizations

5. Download Order Forms and SELL!

- Go to plantsforprofits.com and print the appropriate order form and supporting documents for your fundraiser, then distribute the forms to your team
- Set weekly sales goals per individual

6. COMMUNICATE

- This is critical for fundraiser success. Make sure the sales team is communicating with the coordinator regularly. This will ensure you do not over (under) sell your allotted product and will also help you to identify any potential problem.
- Communicate with PLANTSFORPROFITS regularly regarding the status of your fundraiser.

7. Seamless Delivery to Your Shipping Address

- A firm shipping address and delivery date need to be determined at least two weeks prior to delivery
- Coordinate with your sales team to assist in unloading and storing the Plants

8. Plant Storage & Care

- Each live plant fundraiser web page has a downloadable CARE GUIDE. Please make sure you follow the directions contained within these documents.

9. Distribute the Live Plants to Your Customers

- Give a care document to your customers when you deliver the plants!

10. CELEBRATE YOUR SUCCESSFUL FUNDRAISER!

- Celebrate with the whole team
- Reward high sales

Sales Strategies

Sponsor a contest

Reward achievement with extra credit

Implement a marketing class where students study hands-on about product marketing

Suggest to small businesses that they give live plants as client gifts

Partner with like organizations to achieve a common goal

Sell at athletic events

Advertise in the paper

Don't hesitate to call us with any questions or suggestions you may have. Your success is our success!

Toll free: 1-800-334-5770

Email: support@plantsforprofits.com

