



## HOW TO HAVE A SUCCESSFUL FUND RAISER WITH HEIDI-HO PRODUCTS

- Determine how much money you want to make for your organization?
- Figure out how many cases you must sell to attain that amount.
- How much money will be needed to finance the program? Do you have enough cash available, or will you have to make a loan? The 2% discount factors in when you pay the whole amount or a partial payment in advance.
- Do you have adequate numbers of personnel available to make the program successful?
- How do you propose to sell the products?

**The organizations that are most successful appeal to businesses and outlets with daily traffic to sell for them as their contribution to the organization.** Place the products on the counter with your promotional sign with your organization's name. Line up the outlets in advance of your delivery (show them the product and sign). The 4-color flyer can also be used to your advantage. If you emphasize a specific project that the proceeds will go to, you will be even more successful.

- Your members may also sell to family, friends, neighbors, or purchase for themselves as gifts. You may wish to pre-sell through your membership to glean more sales and to get a better idea of what quantity to order. (See the back of this sheet for more ideas).
- Make sure that arrangements are made to help receive the product when it is delivered. You may have to assist the driver in removing the product from the truck. Check for damage and have the driver note such on the bill of lading. If there is any damage, put in a claim with the carrier. Always handle the cases carefully. If you should happen to damage any product, think about selling them to your members at cost.
- Assign a reliable person to sign the products out to members (cases only). If a member wants less than a case, have him/her get them from another member and pay the selling price. It gets too confusing for the sign-out person unless he/she deals in cases only. Use a duplicate receipt book (3-4 receipts to a page). Have the person sign the receipt, give him/her the original and leave the copy in the book. In this way, there should be no question as to who picked up the product and how many cases. The person who checks out and signs for the cases is responsible for them.
- Have a responsible person check the money in.

The members should turn the money in weekly in an envelope with their name and the amount written on the envelope.

1. A receipt should be given to the member after the amount in the envelope is verified (probably the following meeting) as it is sometimes too time consuming at the meeting.
2. Impress upon the membership the importance of turning the money in weekly. Stay in touch with your outlets to make sure the products are displayed prominently and they haven't run out. Leave your phone number so that they may call in the event that they run out of product before you check with them. You should also have each contact's phone number. The program works, based upon trust.