

The Professors' Crunchy Ice Cream



Some ways to sell it! – An overview of take-home fundraisers

This document explores some of the thoughts to consider when selling Crunchy Ice Cream by having volunteers selling take-home packs.

Take home pack fundraising

What is it ?

This fundraiser involves sending home packs of Crunchy Ice Cream with you volunteers to sell to their friends, family, neighbours, colleges, etc. The volunteers are given a certain amount of time to sell as many Crunchy Ice Creams as they can. If they run out of the stock that they originally took home, and feel they could still sell more then they take more home.

How long does it take ?

Some volunteers will be happy to take home a box on the likelihood that people they know or work with may buy some, other volunteers will take many boxes home with the personal challenge of selling as many Crunchy Ice Creams as possible. However we believe that the maximum time that both these types of volunteers will stay motivated to sell is 1 month.

It might be a good idea to break up your fundraiser into 2 x 2 week segments where volunteers are motivated to sell as many as they can in each 2 week period, rather than knowing they have a fully month to find buyers.

Why this might suit you

Sending home packs of Crunchy Ice Cream for your volunteers to sell can be a great way to cover a wide geographic area for selling. It can be highly effective if you have a large number of volunteers, or even if you have a smaller number of highly-motivated or well-connected volunteers.

Deciding how many Crunchy Ice Creams to order

You need to pre-order stock from us to send home with your volunteers, but how many should you order? Please, just give us a call and we will help you work it out . By working out how many volunteers you have, previous performance, etc. will help in guestimating a reasonable order size. And we can also prepare a contingency order if you run out before the fundraiser is over.

Preparing for your fundraiser

Here are some questions you might want to think about when planning a take home fundraiser;

- What is the target amount you are trying to raise? Avoid just saying "As much as possible" -Put a number to it!
- How will you physically get your stock of Crunchy Ice Cream and cash to and from your volunteers?
- Do you need to prepare volunteers, distribute boxes, advertise etc. much earlier than when the fundraiser formally starts?
- Will you give / collect all volunteers boxes at once, or in waves?
- What will your volunteers hold cash collected in whilst they hold it? The Crunchy Ice Cream fundraising envelope in each display unit or something else? And who is responsible for it until it is returned?
- How will you hold the returned cash whilst the fundraiser is in progress? And who is ultimately responsible for it?
- What will you store the undistributed Crunchy Ice Cream in?
- What posters will you need for promotion, and where should you put them?

- Should you do advertising before the event, can you advertise in a news letter
- Do your volunteers need to issue receipts
- How will you handle insufficient or incorrect change?
- How will you track the box handed out, those returned and sales, will you use the Crunchy Ice Cream template or make your own?
- For longer running fundraisers, at what point will you decide it's worth making an emergency order for more stock?
- What price are you going to be selling Crunchy Ice Cream for?
- Will you do discounts (Eg. Buy 3 for the price of 2) for larger sales?
- What will be your volunteers response to being asked for a sample?
- What will be your volunteers response to being asked "I want my money back"?
- What will be your volunteers response to bargainers?
- What will be your volunteers response to donations?
- With all the above considered, how many Crunchy Ice Creams do you have to sell to achieve your target (taking into account any payments you need to make to hold the stall)?
- How does this number compare to the number we forecast that you should order?

Some thoughts on running the fundraiser

Here are some thoughts you might want to consider for running the take home fundraiser;

- Make sure everyone is aware of the answers to the questions above
- Make sure everyone is aware of the product information
- Give volunteers a cash handling demonstration before any boxes are distributed
- Your most outgoing and confident volunteers will sell the most Crunchy Ice Cream
- Your volunteers will sell more if they are smiling and having fun themselves perhaps
 - Have mini-challenges or competitions among your volunteers throughout the fundraiser
 - Have prizes for your volunteers like first to return a box sold, most sales, best effort, etc.
- All volunteers should be security conscious when it comes to stock and cash
- All volunteers should be conscious of their personal safety when dealing with people they might not know and perhaps follow some of our general sales safety guidelines
- Move large amounts of cash to somewhere safe during the fundraiser
- Great if the volunteers are all wearing a uniform, even if it is just a hat – But at least have identification that they represent your fundraiser

After the fundraiser

- Organise pick up with us of any stock left over
- Work out how your fundraiser went according to targets and promptly publish it to your volunteers
- Distribute any remaining prizes promptly
- If your fundraising group has access to a newsletter, let everyone know how you will be spending the fruits of your fundraising effortlessly