

Fundraising Success Ideas from Poppin' Z's Gourmet Popcorn

Every fundraising campaign is different with different results so how can you make your fundraiser a success? Below are a few out of the box ideas that might move your fundraising from mediocre to spectacular.

Idea #1 - The more embarrassing the better

In rewards-based fundraising, supporters will purchase items for a progressively bigger reward. The incentive from a bigger reward is often all it takes to convert a \$5 purchase to a \$25 purchase. The incentive has moved away from the prize for the seller (which is generally ineffective and unmotivating) to a group approach.

An idea that works well is the embarrassing stunt. Supporters purchase to get an individual or group to do something really embarrassing like the group kisses a cow or the leader runs around in a chicken costume all day. You get the idea! Great way to involve your group is to find a stunt they are motivated to see happen which will be the motivator to increase sales?

Instead of just one stunt, build a progressive incentive structure. If the campaign raises \$500 then the leader or group will do something slightly embarrassing. If they raise \$1000 then the leader or group will do something really embarrassing. Build as many levels and or stunts as you like. Putting a little fun and gamesmanship into the campaign will help you reach your goal.

Idea #2 - Get social

Spread the word about your cause through social media. Include a link with promo code to where they can purchase items for your fundraiser online. Share pictures on your own social media accounts to encourage likes and shares throughout the campaign. Likes and shares will increase awareness not necessarily donations or purchases so encourage everyone to purchase your fundraising items as well.

Poppin' Z's Fundraiser offers an online option where customers purchase directly from our secure website. By using the group promo code specific to your organization, your group still receives 50% of the sale plus we can ship directly to your customer. This link can be included in your social media campaign.

Idea #3 – There's gold in yonder popcorn!

Not real gold of course, but a gold token where the recipient(s) can cash it in for a prize. The prize is more about an experience rather than material items. Perhaps the group could make dinner or have a party for all the gold coin recipients or "rent a kid" to help with chores of some kind. Offer experiences, not things as the reward, consider a local celebrity or leader to sponsor a dinner with him or her for the reward. This option is a great way to connect with your community by showing your appreciation for their support. Just remember to let us know you want to participate in our gold coin fundraising option so we can include the coins in your popcorn.

Idea #4 – Create a sales force

An idea from the Avon playbook is to create a "sales force." Getting people on board with an emotional sense of belonging or commitment to be that team member or sales force. Each team member should have their own individual goals and a plan to reach them besides the group goal. Each team member is equally important with every contribution helping the team be successful. (Thank you, Aaron Rodgers!)

"Alone we can do so little; together we can do so much." – Helen Keller

Idea #5 – Make it Personal and Make an Impact

Absolutely tell your story, even if the project isn't about you. Tell how you became involved and why it means so much to you. People relate to other people, not to faceless ideas. Share a real story that shows people who would be impacted and their problems that would be fixed. Use pictures, data, and a compelling story that explains why the funds are needed and to convince people to contribute, without visuals and a compelling story, people may not be swayed to contribute. You have to grab the hearts and minds of the people so they will support you, which will make your

fundraiser, stand out from other similar fundraisers. Our own Poppin' Z's story is what makes our fundraiser different than the rest. We are the fundraiser with a purpose! Read more about our journey and purpose on our website.