



*Educational
Tours*

EF Educational Tours Fundraising Guide

Fundraising through Product Sales

Fundraising through product sales

Here are some great fundraising ideas, along with countless variations, to help you and your travelers get started with your fundraising plan. These ideas are perfect for groups raising money together or can be done individually if a traveler is raising money on his or her own.

Selling goods that have been made by your group is a great way to fundraise for your tour and to bring your group closer together. If your group is not willing to sell homemade goods, there are also a number of goods that can be bought or donated and then resold for profit. With product sales, be sure to be aware of what other fundraising sales are going on in the community, so you aren't competing with other causes and overwhelming your community. In this guide, you'll find information on selling everything from holiday wreaths to homemade calendars.

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Food sales

There are plenty of companies out there willing to sell you cookie dough and chocolates for fundraising, but we think the homemade stuff is a bigger draw and a more lucrative option. Selling local and seasonal food specialties can be a great way to raise money for your EF tour.

Here are some tips for success:

- Think about what is popular in your area. Is there a local specialty that everyone loves but no one likes to make? Or is there something simple like extra-long subs that you can make easily in bulk and distribute?
- Be sure your group will be able to make the items or search for donations.
- One group sold tacos and sloppy joes during school lunch and made at least \$250 in profits. When parents or local stores donate the food supplies, this fundraiser can be pure profit.
- Don't hold back when pricing your food sales. Remember to mention the sales are going toward an educational travel experience for your students. People will be willing to give a little extra.

Other variations:

- Linking your food sale with a holiday or event is another great way to make a significant profit. Think a Thanksgiving pie sale in November for example.
- You can also get creative and link your food sale to a popular event, such as the Super Bowl. One EF Group Leader found success in providing pre-ordered subs for Super Bowl Sunday.
- Host a dish or cake auction!
 - Have volunteers make a few dishes for people to bid on. You might be surprised how much people are willing to pay for a home-cooked meal!
 - Top sellers are usually the decadent desserts.
 - For the cake auction, set some categories to keep the decorating interesting! Some ideas are country themes, most patriotic, prettiest, biggest or your school's theme.

Additional resources:

<http://baking.about.com/cs/hintsandtips/a/bakesales.htm>

General product sales

There are a number of general products that EF group leaders have sold in the past to raise money for their tours. Be sure to consider your community and what will be a popular product. Below are a few other tips to consider when planning a product sale.

Get the students involved. Selling products that are handmade and have a student touch may be more popular than your typical candy sale. Consider creating a calendar of pictures from past EF tours to sell around the holidays. You could also have the students create reusable grocery totes if they are a creative bunch.

Be sure not purchase a product upfront for a significant amount of money, especially if you are unsure how popular it will be. You don't want to be left with 100 boxes of wrapping paper after the holidays!

There may be more organizations that are willing to give your group a portion of their sales. You just have to do a little research. For example, a few EF groups have had success with selling products for Avon. The groups were able to keep 40 percent of the sales on certain products. For more information, check out <http://www.avon.com/>

Additional resources:

http://www.aflds.org/fundraising_volunteers.html#11
<http://www.easy-fundraising-ideas.com/products/fundraising-products/>
<http://stepbystepfundraising.com/top-sales-fundraisers/>
<http://edu.pexagontech.com/back-to-school.php>
<http://www.foreign-candy.com/>
<http://fundraising.gokitchens.com/>
<http://www.marketday.com/>

Holiday sales

Holidays can be a great time for fundraising, as the giving spirit is strong.

Wreath sale

One EF Group Leader found success in wreath sales around November and December.

Step 1: Seek out donations. See if a local nursery is willing to donate wreaths or offer your group a discounted rate. You could even offer to advertise for them at your own wreath-selling event. Keep in mind that some groups, such as the Boy Scouts, may be doing a similar fundraiser.

Step 2: Find the right location. Check with your administration to see if you could set up a wreath sale after school. It may help to have the sale right after school when parents are picking up students, and teachers are leaving for the day. If you can't host the sale at school, check with other local organizations to see if you can use their facilities.

Step 3: Advertise. Be sure to advertise the wreath sale and exactly what the proceeds are going toward. You can even use one of our EF posters to help draw in interest.

Step 4: Sell, sell, sell! Once you have picked some days to sell your wreaths and have advertised well, you can begin selling and seeking donations. You may want to suggest a minimum donation to encourage larger donations. Make sure to advertise your EF tour at the event and why the trip is important to your group.

Additional resources:

<http://www.evergreenindustries.net/fundraising/default.htm>

Holiday cookie sale

Share your family traditions with others with a holiday cookie bakery. Ask students, parents and faculty to cook dozens of their favorite holiday treats and set up shop! This is an ideal fundraiser as the cookies are all donated, so all you need are some pastry boxes and an appropriate space!

Step 1: Ask the students participating on your EF tour and anyone else who wants to be involved to bake 12 dozen cookies. This sounds like a lot, but once you get started, it doesn't take as long as you would expect since it's all one recipe.

Step 2: Find a venue. Ideally, this should be done during another holiday bazaar or event when you already have foot traffic.

Step 3: Set up your bakery! Have each plate of cookies displayed with the baker's name and a personal story next to it. Have plates or containers available for your customers and have them either pay per container or pay per pound.

Step 4: Share the recipes. Consider having individual recipe cards for an additional donation or, if you collect the recipes ahead of time, you can create a small cookbook.

Get creative!

At your wreath sale, don't be afraid to sell other items as well. Your group could sell cider or hot chocolate to those who attend.

Don't forget other holidays. For example, around Valentine's Day, your group could sell candy or flowers at school.

Raffles

Raffles, depending on the prize and how much you advertise, can be easy money makers. Your raffle can stand as its own fundraising event or be paired with another event your group is hosting. It may help to sell raffle tickets for a few weeks before a large event, such as a community dinner, and then announce the winner at your dinner.

50/50 raffles are easy to run and usually bring in a lot of revenue.

Step 1: Buy a roll of raffle tickets at a local dollar store or party supply store. Be sure to purchase tickets that have two sections with the same number.

Step 2: Sell as many tickets as possible. You can charge \$1 per ticket, and three tickets can go for \$2. Just remember to sell as many as possible. When the tickets are sold, the donor keeps one end of the ticket and your group collects the other side. These tickets are kept in a box until the drawing.

Step 3: When it is time to choose a winner, your group will draw a ticket from the box and announce who has won. The winner then keeps half of the amount the group has collected in donations.

Other variations:

Basket Raffle: If you have lots of small donations, you might consider hosting a basket raffle. Put together themed baskets filled with goodies. For example, you could have a wine lover's basket filled with some select bottles of wine, a nice corkscrew and glasses, and perhaps a gift certificate to a nearby wine shop.

Let EF help you. Raffle off a free place on your tour and don't be afraid to charge a lot more for these tickets! You could also raffle off something that you have earned through your EF Global Points, such as an iPod or computer.