

Buy For Charity Card Fundraising **5 Steps To A Sale**

Make copies and include in Sales Kits to hand out during the Kick-Off Rally.

5 Steps To A Sale

With enthusiasm and a smile on your face:

1. **State your Name!** “Hi, my name is _____”
2. **Who are you with?** “I am with the **(your group name)**.”
3. **Why are you raising money?** “We are raising money to/for **(explain cause/goal)**.”
4. **How are you raising money?** “We are offering **(name of fundraising product)**.”
[***At this point, put the product or brochure in their hands].

“For a donation of only **(price of fundraising product)** you get this **fundraising product**, which gives you **(explain program)**. The best part is we get to keep **\$ profit per product** from each donation.”

5. **Ask for the Sale!** “Would you help us out and buy a **(name of fundraising product)**. Please, we would really appreciate it.”

Remember **the K.I.S.S. principle (Keep It Short & Simple)**. You do not need to be a professional salesman, just follow our simple "5 Steps to a Sale" script above and the "Overcoming Objections" script, and you *will* be successful.