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BE WHERE THE ACTION IS!

Do you want two words that will help improve your next fundraiser? FOOT TRAFFIC!

Now this is not exactly a novel fundraising idea. Organizations like the Girl Scouts of America have been hip to this fundraising strategy for years, even decades. The premise behind it is actually quite simple; more people equals more money. So for your next team, church, or school fundraiser, save some time and energy and set up a fundraising booth or table outside a grocery store, mall, video store or other heavily trafficked area. Of course, be sure to get the manager or owner's permission prior to doing so and be careful not to harass any customers or start any turf wars with the local Girl Scout Troop. And, above all... be prepared. Make sure that your fundraising products are easily visible and always have enough cash on hand to make change for your customers.

"But how much more money can my group expect to raise," you ask. Well, recently had a couple in Texas that sold 500 fundraising cards over the course of a weekend using this very fundraising tip. 500 fundraising cards, two people and a whole lot of foot traffic.

So for your next fundraiser, remember... be where the action is!