

FINALLY! THE PERFECT FUNDRAISER FOR 4-H!

FUNDRAISING TIPS

ATTITUDE IS EVERYTHING!

- Be excited about what your club is doing and what they have to offer. Selling pet treats is new and unique. People love their pets and love to talk about their pets.
- Approach customers with enthusiasm. Be proud of your participation in 4-H Youth Development Programs and its rich tradition of educational opportunities.

CREATE A CLUB OR COUNTY GOAL

- Plan a trip, activity or service project related to 4-H Youth Development. Share your goal with customers, family, and friends. Tell everyone; they will want to support you and your 4-H club.
- Have individual members set a personal goal.
- Remember, effort and time spent will determine success; a very valuable "life skill" lesson.

PRACTICE YOUR PRESENTATION

- Let members role play asking customers to buy. Have them use props and dress up as possible adult customers. Learn about other member's pets. Have fun with it.
- Know details about the product. Best In Show Pet Treats for 4-H Fundraising are superior quality and 100% made in the USA.
- Train sellers to make product recommendations.
- Help sellers anticipate objections. For example, "I don't have a pet." Arm members with a positive response about donating to a local animal shelter while helping the educational and community service objectives of 4-H.

GET PARENTS INVOLVED

- No member can be successful without family support.
- Hold a parent meeting. Let members share the program and their goals with parents and/or guardians.

REMIND SELLERS TO:

- TAKE THEIR ORDER CARD WITH THEM THROUGHOUT THE SALE. CUSTOMERS ARE EVERYWHERE!
- LOOK IN THEIR FAMILY DIRECTORY FOR POTENTIAL CUSTOMERS.
- CONSIDER THEIR OWN EMAIL DISTRIBUTION LIST TO FRIENDS AND FAMILY STATING THEIR GOAL AND HOW MUCH THEY WOULD APPRECIATE THEIR HELP IN REACHING THEIR GOAL.
- DON'T PROCRASTINATE GETTING STARTED. DO A LITTLE EVERY DAY, WHATEVER TIME ALLOWS.



You can find a sample email at www.pettreats4youth.com under Forms & Sales Materials

Begin a new fundraising tradition that will have people asking you, "When will 4-H be selling the pet treats again?"

1-877-805-0452