

# BAKE & Co. Fundraising

(206) 938-4866 in Seattle or toll free 1-800-535-2253 – [www.bakeco.com](http://www.bakeco.com)



## AWARDS PROGRAMS & SALES RECOGNITION STRATEGY

Everyone has an opinion, so with respect to the broad spectrum of chairpersons and committee members regarding the use of “prizes” to motivate fundraising sales, BAKE & Co. chooses to offer alternatives. We do not offer the traditional top-seller or accumulative-prize programs of trinkets or unobtainable toys from prize brochures. Rather, we encourage chairpersons to design an awards program that rewards both youth, the “family unit,” and teachers or coaches; a program that will not inadvertently entice young people to use poor judgment where safety is concerned. We will help with a rewards strategy to fit your needs.

### TWO STEPS TO SUCCESS: “PROMOTION” and “MAKE IT FUN”

It is our experience that at least two or three different reward approaches should take place concurrently. Here are some safe recognition ideas shared by customers over the years which have proven results:

#### GET THE WORD OUT



Flyers, letters, e-mails, mid-event reminders, phone calls, newspaper and radio public service announcements, notices in retail store windows. Use them all! Trouble getting mid and high school students to share the information with parents? Put a tear-off form at the bottom of the announcement letter for parents to sign and return. A returned form goes into the drawing box for a “cool” award at the start of your sale. Step one – get the information home. Create a simple coloring book page with a picture of the items being sold and a due date note and send primary grade kids’ artwork home as a reminder.



#### PRINCIPAL AND COACH CHALLENGE - See Page Two



What will your principal or coach do if the combined retail sales meets or exceeds a stated goal? Ask students or team members to submit ideas describing what they would like the principal or coach to do **IF** participants meet a combined sales goal. The principal or coach selects one or more of the ideas submitted and chairpersons give it LOTS of publicity. Students taking ownership of their own rewards program and making it fun goes a long way in obtaining results. Yes, coaches have shaved their heads and principals have worn a dress or sung a song at an event -- BUT – it worked!



#### GRAND AWARDS DRAWING

Establish what is a reasonable goal for each “family,” raise the bar just a bit and those families who meet the goal are entered into a drawing for something “really nice” that benefits the WHOLE family, e.g., gift certificates with a value of \$75 to \$100 to Costco, grocery store, amusement park, shopping mall, etc.



#### TOP SELLER OR OUTSTANDING PARTICIPATION DESERVES RECOGNITION



Consider top sellers’ photos on the bulletin board, lunch with the Principal or Principal for the Day. Tap into your community, for example arrange for top sellers have dinner at the firehouse with the firemen, or ride with the sheriff; maybe ride on a float in a summer parade, visit a TV or radio station, or tour a factory or sports arena behind the scenes.



#### SELL TEN GET ONE FREE

Increased sales and income **will** cover the expense of offering one free item for every ten items sold on most programs.

#### FUN DAY OR GROUP PARTY



If the whole school meets a goal, everyone, teachers included, participates in a special “dress up day.” Some examples have included pajama day, outer-space day, western day, etc. Remember to reward top selling classrooms or coaches, perhaps special parking for teachers or money to spend on the classroom; students might be rewarded with ice-cream or pizza parties or special videos. The losing coach might have to run the track. Ask the kids – they will come up with great ideas. Note: Our

FundraisingTees program has a built-in awards bonus: One free shirt for a seller with ten or more shirts on their order form.

There are LOTS of possibilities that don’t cost money. Get creative. Share your ideas ☺



# Raise MORE Money with "The Challenge"



What funny, challenging, humiliating, embarrassing, endearing, frightening, never-to-be-forgotten thing will our Principal or Coach do if we meet our overall sales goal of \$\_\_\_\_\_ ?  
Let's hear your ideas.



Email them to \_\_\_\_\_ before \_\_\_\_\_

Learn and perform some hip-hop, a ballroom dance or cheer routine --



Sing baby sing for us --



Agree to a make-over



Kiss a pig, a snake, or some fun animal



Dress up (ugly tuxedo) or dress down (tacky)



Run the track, swim laps, walk backwards all day, skydive, bungee jump ???

