

THANK YOU!

765-9923  
CLEARFIELD, PA

# Sid's Super Submarines Fundraisers

- DEAR SELLER: 1. Look at Selling Hints on the back of this sheet!  
2. Here are a few things to tell your customers:

**SAMPLE COUPON**

<small>SID'S SUPER SUBMARINES</small> <small>1306 S. 2<sup>ND</sup> St</small> <b>FUNDRAISERS</b> <small>Clearfield, Pa 16830 Phone 765-9923</small>	<small>SID'S SUPER SUBMARINES</small> <small>Clearfield, Pa 16830 Phone 765-9923</small>
<b>Whole Coupon Good for Any Whole Sub (baked or cold), or          Small Steak or Grilled Chicken Salad &amp; Med. Fountain Drink or          a Large (1 topping) Margherita or American Style Pizza.</b>	
<b>1/2</b>	<b>1</b>
<small>WHOLE COUPON GOOD FOR ANY WHOLE SUBMARINE BAKED OR COLD          HALF COUPON GOOD FOR ANY HALF SUB      HALF COUPON GOOD FOR ANY HALF SUB          BENEFIT: YOUR ORGANIZATION              BENEFIT: YOUR ORGANIZATION          DONATION: \$9.00                                  EXPIRATION DATE: 12 MONTHS</small>	

1. They will receive a COUPON from you (like the Sample) shortly after your sub sale ends.
2. They can redeem their COUPON at their convenience- anytime within the next year- expiration date on coupon.
3. They have a CHOICE OF ANY of our 33 different types of Submarines, baked or cold, with any toppings or a Small Steak or Grilled Chicken Salad & medium drink, or a Large (1 topping) Margherita or American Pizza.

MY NAME IS \_\_\_\_\_ COUPON DELIVERY DATE: WEEK OF \_\_\_\_\_  
 ORGANIZATION \_\_\_\_\_ COST OF EACH SUB COUPON \$ \_\_\_\_\_

PLEASE RETURN THIS SHEET TO \_\_\_\_\_ BY \_\_\_\_\_

CUSTOMER NAME	ADDRESS	PHONE	No. of SUBS	AMT. DUE	DATE PAID
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
<b>TOTALS</b>					

# SOME USEFUL SELLING HINTS

- 1.) **DOOR-TO-DOOR MAY NOT BE THE BEST APPROACH-** people aren't always home and not everyone enjoys hearing a sales pitch at the doorstep.
- 2.) **START WITH PEOPLE YOU KNOW-** Sit down and make a list of everyone you know, whether it's your second cousin, neighbor, or piano teacher. Your parents can help too by listing friends or co-workers they know. Once you have a full list, compile everyone's phone number or email address. All these people are the best place to start because they know you and are most likely to help you out.
- 3.) **MAKE THE CALLS-** After the list is compiled, start dialing, emailing or texting. For people you see regularly, you may want to talk to them in person- face- to-face fund-raising is most effective. Pick a calling time such as evenings or weekends when people are most likely to be home. Introduce yourself and speak slowly.
- 4.) **PITCH THE CAUSE, NOT THE PRODUCT-** When fund raising, it is easy to focus mainly on selling the product. But, it is more effective to make it clear what cause the money will support. Tell your prospective donors what organization you're raising money for, what it will be used for, and why you need their help. Chances are, they'll chip in if they think their few dollars will make a difference.
- 5.) **GO BEYOND-** Once you've exhausted your list of acquaintances, you may want to keep selling. You can try knocking on random doors, but that is time-consuming and often fruitless. Instead, you may sell more if you set up a table or booth in a public place where people most likely will have money on them, such as a supermarket on a busy day like Saturday, football or basketball games, and other places where there would be a lot of people.
- 6.) **DON'T GET DISCOURAGED-** It goes with the territory that not everyone will get behind your cause and buy your coupons. But that shouldn't discourage you. Be persistent, and some people will offer support.