

Tips for Selling *Homes for Hope*® as fundraisers

- ❑ **Don't** occasionally wear the pins at meetings and for the remainder of the time park them on the counter of your office and expect to sell them all to walk-ins. It probably won't happen.
- ❑ **Do** pick a beneficiary that has a well organized and enthusiastic support group or network (a ladies auxiliary; a church group. . . .) Appoint a liaison between your organization and your benefiting charity. Put that liaison in charge of mobilizing his or her forces to promote the project and sell the pins at functions, meetings, kiosks, etc. Selling pins is in their best interest, so give them the pins and let them sell them for you.
- ❑ **Do** let other groups that want to raise funds for a charitable association but may not have the funds available to invest, help you out. For example, give a group like a church group or an IODE chapter or a business women's group pins to sell and credit their efforts at donation time: "Of the \$4,000 we are giving to you today, \$1,200 was raised by the Zonta Club of the London area."
- ❑ **Do** use your network. You have friends and colleagues who belong to civic clubs, sales clubs, sports clubs, etc. Encourage them to look for sales opportunities at club functions. This also gets them involved with selling the pins, which creates a sense of pride and ownership in the project. In fact, you can go one step further. Not only sell pins at club functions, but also ask if any other members of the club would like to have a selection of pins to sell at their organizations or clubs they belong to.
- ❑ **Do** go forth into the world or into functions with pins pinned all over their jackets and sell, sell, sell!
- ❑ **Do** approach women before men. A sexist remark? Well, maybe . . . but the fact is that, on the whole, the pins tend to appeal to women more than men. (If the truth be known, many men are strangely unmoved by the pins, perhaps for the same reason that many women are strangely unmoved by the Super Bowl.) For the same reason, if you are approaching an organization, try and pitch to the women rather than the men.
- ❑ **Do** designate a salesperson of the week/month/year – the person who has sold the most *Homes for Hope*®.
- ❑ **Do** contact banks and mortgage lenders and offer to send a selection out to each branch – the ladies who work in banks have been some of our best customers. You don't need to talk to head office. Here's where personal informal networks work best. Your regular teller or the person who arranges your mortgage is as close to the top as you need to get.
- ❑ **Do** go through acquaintances and friends who work for large corporations – insurance companies, Bell Telephone, etc. – and see if they would like a selection sent out for their department's perusal. Just a little in-house thing.
- ❑ **Do** send a selection of pins to trustworthy individuals who express interest. That's how word spreads. Just to give you an idea, we've sent pins to various dental offices, an X-Ray Clinic, on a bus trip for retired teachers on their way to a ladies golf tournament. . . . You get the idea!
- ❑ **Do** let everyone in the local housing industry know about the pins – CMHC, local chapters of the Appraisal Institute; the Canadian Condominium Institute; the Home Builders Association; and the Real Estate Institute of Canada. Encourage them to join in with you selling the pins or perhaps they will let you sell them at one of their functions. It's for a good cause, after all.

- ❑ **Do** look for retail opportunities. You're better off when the pins don't compete with other merchandise at the shop. Try a little bookstore or a framing shop or a museum shop . . . or the shop of one of the members of the Board of the charity you're benefiting!
- ❑ **Do** present the pins to absolutely everyone to whom you make presentations – the Mayor, elected officials, speakers, your media contacts – and tell them what the pins mean. This gives your efforts to benefit charity high profile and increases recognition of the project and your community service.
- ❑ **Do** remind other members of your organization – and frequently – how they might use these politically correct “gifts that give twice” as Christmas or end-of-school gifts to their kids’ teachers (this includes piano, dance teachers, etc.); as inexpensive, yet unique and meaningful gifts for all those people we must give to in a small way – hairdressers, cleaning persons, staff, regular babysitters, hostesses. Dare we mention mothers? What about clients?
- ❑ **Do** advise the members of your organization that, in addition to needing a pin to perk up that new suit, they will also need a pin for every rip-roaring piece of outerwear they own (winter coat, jacket, raincoat. . . .)
- ❑ **Do** send out a news release on your involvement with the project.
- ❑ **Do** arrange for media coverage, either through a local radio show or cable TV station. A rep from your organization can appear with a rep from the charity to talk about the project and the good work done by the charity. Let the charity rep hog the spotlight; you bask in the good will generated.
- ❑ **Do** tell everyone who buys a pin that, by doing so, he or she has just made a contribution to your charity. Keep some of your charity’s literature on hand to give out to pin buyers.

Good luck . . . and thanks for considering our pretty pins.