

PLAN

- Select one or more chairperson.**
This person will oversee the sale.
- Set a goal, be specific!**
Ex. new uniforms for the team.
- Set a time limit for your sale.**
We recommend 2-3 weeks.
- Set individual goals for each team member.**
Reward them with a bonus or prize.
- Create a sales letter.**
Who, what, when, where and how.



RUN

- Have a Distribution Talk with your team.**
Let your Attractions Rep give a 5 minute talk.
- Pass out sales materials.**
Distribute sales letter.
- Post ads for your sales:**
Posters, Signs, School Marquee, Social Media etc.
- Email supporters to announce your sale!**
Get sample emails from our site.

FUND

- Get the funds necessary to buy uniforms, pay for trips, or whatever your group needs.**