



Best Practices: Shopping Pass Selling

Congratulations on registering for the 2021 Friends Helping Friends 25th Anniversary FREE fundraising event! Our goal is to help you raise more donation income than ever before. To that end, here are some best practices incorporated by some of the most successful organizations.

Best Practices:

1. Call an organization-wide virtual meeting including the board of trustees, volunteers, co-workers and anyone else involved in selling or buying a Shopping Pass.
2. Explain the details of the event. Being on the same page is critical to success. We've included 5 Posters to help get you started. You can download, print and share as many as you want by visiting: www.boscovs.com/friendshelpingfriends
3. Now that each team member understands the process, begin to distribute Shopping Passes to each person with established selling goals.
4. Consider a selling incentive for the most Shopping Passes sold (a little friendly competition always helps)!
5. Utilize other functions where your organization has a presence to sell Shopping Passes and leverage your social media presence and email subscribers to reach more potential donors. You can point them to our website: www.boscovs.com/friendshelpingfriends for event details.
6. One tactic we find useful is to avoid the word purchase or buy. Instead, say "donate."
Ex: Don't say, "would you like to buy this Shopping Pass?" Instead, say, "Would you like to donate \$5 to help support [your organization]? In return, you get this 25% Off Shopping Pass!"
7. **"The Double Win"** – Provide a shopping list to your donors allowing them to purchase items your organization needs most. Now, you both raise donation money while also getting needed items...**The Double Win!** We're happy to help with The Registry At Boscov's: <https://www.myregistry.com/Boscovs-Registry/>

It's easy to raise \$2,000...here's how:

- a. If your organization has 20 volunteers and each member sells 20 Shopping Passes to friends, family, neighbors and co-workers, your organization just raised \$2,000!

These are merely ideas. We encourage you to come up with exciting new ways to sell Shopping Passes. If you need additional Shopping Passes, we're happy to provide them upon request. We wish you the best of luck! Now, go get selling!