

This White Paper is provided by SMSnet.ca, the no selling, mobile, funding solution.

Over 30 years of fundraising experience has taught us that:

Most people do not like to fundraise, whether it's selling products or asking for a donation

Most parents would rather give an extra few dollars to avoid fundraising

Most parents/supporters see little value in most fundraising campaigns

Most organizations would rather not bother staff or volunteers with fundraising

... But many do it because they need the extra funds

SMSnet has developed a new, environmentally friendly fundraising program that requires no selling, no handling of money, no staff or volunteer commitments and no asking for any money. At the same time, it costs nothing for parents, members, students or players to participate while providing an opportunity to save them some money. It can be done by a medium sized organization of 1000 or more, or by a state or provincial organization of several thousand, even if some members opt out.

This paper was designed to provide you with things to consider and to help you through the fundraising decision making process. We hope it helps and good luck with your fundraiser!

## Making a Fundraising Decision

There are dozens, if not hundreds of products available in the marketplace. Some great, some good and some not so good. But it is your experience with that program that determines that opinion. You can Google fundraising ideas for alternatives, but some ideas include:

Affinity Card Programs

Bake Sales

Batteries

Candy or Chocolate Bars

Citrus Fruit

Coffee

Community Events

Discount Books/Cards

Donation Programs

Drink Crystals

First Aid Kits

Flowers & Plants

Frozen Batter

Frozen Food

Gift Cards

Internal food sales ( Pizza Days, Sub Days )

Light Bulbs

Magazines

Novelties

Pizza

Photography

Phone Card Programs

Scratch Programs

Snacks

Spices

T-shirts

Volunteer programs

Wrapping Paper

**Why is it that another organization in your area can conduct the same fundraising program with the same company, maybe even the same representative and their opinion and results from their sale can be the extreme opposite of yours'?**

**Preparedness and Attitude.**

If you approach your fundraising campaign as if it is the single most important event of your year, and prepare for it accordingly, you will be successful!

Too many groups start off by stating “let’s make as much money as we can”. That’s wrong. We suggest that you first make a **Wish List** of all the things you want, and put a price beside each item, then add up the total cost.

## Make a Wish List!

If it seems too extravagant, narrow it down to all the things you need.

Compare that cost to the amounts raised in your past fundraising events. If you have raised that much before, then you can probably do it again without any changes. If you are going to need help, then let’s begin . . .

1. Hire the services of a consultant, or just skip to item number 2.
2. Create a Sub-Committee whose job it is to “be in charge”, and give them the authority they need to get the job done. If applicable, have them report back to you every week, or after their meetings to provide information updates.
3. Set a dollar goal.
4. Determine what other fundraising events are going on in your community and when.
5. Decide on the type of fundraiser you want to conduct, i.e. internal or external; high value oriented or low value product sale; single sale or multiple sales; low profile or high profile community event; short term or long term events; or a combination of several of the above. ( see “About Fundraising” )
6. Pick one or more time slots for your events or sales.
7. Decide on the exact fundraiser(s) in consideration of numbers 3, 4 and 5 above. ( If another organization in your area sponsors a very successful community event, you may not be able to do the same type of event until much later in the year, if at all.)
8. Start planning. Depending on the type of event/sale, you may require two weeks to two months or more, for the planning of the event. One thing is certain, you will run out of time. If you have not contracted a consultant, you may want to stop by the library and pick up a book or two on fundraising. ( see reading suggestions ) If you are purchasing chocolate bars or similar product from a supplier, they will provide you with certain services. If you are conducting an order-taking program, again the provider should be able to assist you with your planing and organizing. If you are contracting the services of a consultant, you should be provided with all the assistance you require to create your own personalized, specific fundraising campaign, or to launch an ‘off the shelf’ program.
9. Announce what you are doing and why. Get volunteers and find out ‘who they know’ for extra help. You might enlist the help of a local celebrity, the mayor, TV personality, etc., who can get your campaign noticed. Remember, you cannot do enough advertising. You will need those volunteers to help solicit, explain at a booth, and/or sell. Train them, and make very sure they know all the answers to all the questions they will get.
10. Get started. If your committee has done everything they need to do to launch your campaign, then get started.
11. Update everyone. Inform all your volunteers how they are doing. Review their situations individually, maybe some require extra help. Offer it, you need happy volunteers.
12. Analyze your results on an ongoing basis. Don’t wait until the end, that is too late. You may have to create a “special something overnight” to get things back on track.
13. Celebrate and thank everyone, especially your volunteers.
14. Write a report and be sure to include all the do’s and don’ts for the next time.

Write thank you notes!

## Product Sales

In product sales, a supplier will provide you with a product that you sell on consignment (sold on sight), or you may take orders for usually using a full colour brochure and order forms ( pre-sold ). You may have a fixed cost on the product, or you may receive a specific profit percentage. You keep whatever is left after you pay your invoices. Profits generally range from as little as 10 percent to as high as 90 percent, usually the lower the profit, the better the value to the end consumer.

Schools will most often conduct either an internal or external fundraising program. Internal programs rely on the support of just the immediate families of children within the school and can include bake sales, pizza days, picnics, fairs, bazaars, running a tuck shop, spirit sales, raffles, etc.

External programs rely on the support of the community at large and usually involve the selling of either a high value or low value product or service.

No value items include most types of a-thons, bottle drives, raffle draws and lotteries.

Low-medium value can include such items as sales of chocolate bars, citrus fruit, wrapping paper, magazines, cookie dough, and many other novelty items.

High value items can include any competitively priced product or service such as a work-a-thon where participants provide a service for a donation or fixed price, some food sales that are value priced.

Some of the higher value programs can be conducted on a regular monthly or semi-monthly basis if there is a real need for the product. But to be a successful, recurring fundraiser, it must offer an excellent value to the purchaser.

Please refer to **Schedule A** on the last page which provides an overview of products, profit percentages, perceived value and what type of group might likely conduct that type of fundraiser.

## Thinking of Conducting a Candy Bar or Chocolate Bar Sale

1. Get organized.
2. Select a committee.
3. Choose your sales dates and inform everyone. Get participation permission, if needed.
4. Pick a candy/chocolate bar provider and negotiate your best price.
5. Create or purchase a reward program and inform everyone.
6. Prepare for a "kick-off" to officially launch your sale. ( see kick-offs )
7. Have bars and rewards available the day of the kick-off to show and sample.
8. Distribute your product the day of the kick-off. ( see distributing chocolate bars )
9. Collect money, distribute more product, distribute awards.
10. Redistribute chocolate, collect money, distribute awards.
11. Repeat step 10 up to five days per week during two-week sales period.
12. Announce end of sale and last redistribution day.
13. Collect all remaining chocolate and money within three days of end of sale.
14. Decide to return product or sell-off the balance of unsold product.
15. Send home notes to members whose money or bars are outstanding.
16. Telephone members whose money or bars are still outstanding.
17. When all money is in, maximum one week after the sale is over, conduct awards assembly.
18. Acknowledge your appreciation to the Fundraising Committee.
19. Evaluate sales performance and/or results, and make a 'to do' list for your next fundraiser.

## Conducting a Kick-Off

The kick-off is the official start of your sale. This is where you "educate and motivate". The kick-off can determine the success of your sale. Keep it positive, fun and interactive so everyone stays excited. Timing is very important. If you are going to get the participants really "wound up"; you may want to consider having your kick-off just before lunch or recess, or before your "Special Event". Be sure to leave enough time to distribute your products or brochures. Larger groups should be split into smaller, more manageable groups if possible. Create a list of things to explain to the participants.

### Explain . . .

1. What is the dollar goal?
  2. How the money will be spent. ( i.e. field trips, computer labs, etc. )
  3. How each participant will benefit from those purchases. ( get a show of hands )
  4. Introduce the product. Get product approval. ( does anyone here like chocolate? )
  5. What each participant is being requested to do to help out, their personal goal.
  6. Who is to do the selling, participants or parents.
  7. Have a student come up and act as prospective purchaser. ( give them a bar/sample product/reward )
  8. Have a student come up and act as prospective seller. ( give them a bar/sample product/reward )
  9. Repeat number seven.
  10. Repeat number eight.
  11. Introduce the awards program, and show the prizes in detail. ( see award programs )
  12. What must be done to win, and that tomorrow is the first prize day.
  13. When they are to bring in money and to whom it is turned-in.
  14. How to protect their product from damage.
  15. How they can get their parents, relatives or neighbours to help them sell.
16. Announce any competitions or rivalries stated by Teachers/Coaches.
  17. Have a question and answer period, but keep control.
  18. Thank the group for their attention and stress the date for the last day that they can bring in orders, or the great prizes that are to be won.
  19. Remind when and how the product will be distributed later that day.
  20. Say thank you very, very much, because it is only with your help that we can do it!

## Distributing Candy/chocolate Bars

You must be prepared to distribute your chocolate on the day of the kick-off. Do not distribute the next day as the motivation will be greatly diminished.

Things to consider before hand that your provider should have told you in your organizational meeting. . . .

- Will you need the product to arrive the day before the kick-off?  
We suggest that you have it one day before to 'prep' the product and instruct your helpers as to what they must do.
- How quickly can you get a re-order?  
If you cannot get additional product within 48 hours, you may want to consider increasing your order by five percent to handle all those extra requests.
- How many bars in a carry case?  
Quantities per case can be 10, 12, 15, 20, 21, or more. If the quantity you want to distribute per participant is not available, you will have to re-pack the chocolate.

- Will carry cases be split into other sizes allowing younger siblings to participate?  
Decide if you have families with more than one child in the organization, and if each is required to sell, and/or to sell the same or lesser amount.
- If so, who will do the splitting the carry boxes and when?  
You can ask the adult volunteers to do it, or we suggest, ask for student help, then give them a bar or two for helping out.
- How many bars will a participant be allowed to take home the first day?  
To be fair to everyone, it should be one carry case per participant.
- How will the bars be given to the classes and participants?  
Individual classes can send their own “runners” to the distribution area with a formal ‘number of carry cases request form’, or we suggest, you can have “runners” visit each class, get the formal request, return to the distribution area, and take the appropriate amount of chocolate back to the class for distribution.
- Where will the bars be located for distribution?  
“Runners” can bring chocolate from the distribution point to the classroom. This may take three to five runners per class, at a rate of eight minutes per calls. Build this timing into your schedule.
- What type of accounting tally sheets are being used?  
Chocolate bar companies will supply you with tally or accounting sheets. This will help you keep track of bars going out as well as money coming in. Many organizations now use class lists. If you do, use the column headings shown on the chocolate provider’s accounting sheets, and/or include your own headings, but only if they are better.
- Have the accounting sheets been prepared in advance?  
Regardless of the accounting sheet being used, have all potential names, by class prepared in advance so all you need to do is record the amount of chocolate taken beside the seller’s name.
- Who will be collecting money and when?  
Money should be collected, and prize vouchers and additional chocolate should be distributed every day for best results. Plan for it, and have back up people to help.
- Who will be counting and depositing the money?  
This is important. Two people should do this together and sign off on all paperwork.
- Are there collection envelopes inside the carry case of bars?  
If there isn’t, you will need envelopes for the participants, especially if you are repackaging the carry cases for some of the participants.
- How are prize draw vouchers physically distributed?  
Every time money is returned, prize vouchers should be distributed.
- When are those prizes given to the winner?  
A variety of prizes should be awarded daily if possible, or every two days. You have to keep the momentum going.
- Have you created any publicity posters, prize posters and goal charts?  
You can have a publicity poster context in advance and award some prizes, one grand prize for the overall best as chosen by all participants, plus some draw prizes just for entering.
- How often, and who is updating these posters/charts?  
If you have twenty, thirty or more posters you can relocate them around the building every few days so they look new. You can also use the more creative ones and make many copies of them. Put up a new poster every day. Your accounting team should update goal charts everyday as they are counting the money everyday.

**Not keeping up?  
Get help from  
other volunteers.**

- Have you prepared unique morning announcements and who will be reading them?  
Students would really enjoy doing this. This could be a consolation prize for the top ten poster winners.  
( allow the students to be creative )
- What do we do with unsold bars?  
Unsold bars need to be redistributed. In keeping the enthusiasm going, you want all the better sellers to have as much chocolate as they need in order to keep selling. Get the chocolate back from the participants who are not selling, and redistribute it to the participants who need it and will sell it. Announce the redistribution day one day in advance and explain: bring in your bars if you cannot sell anymore along with your money, and your name will be entered into a special draw. This should be done three to five times before the end of the sale.
- Who will help with redistribution of product?  
Redistribution days may require runners, and accounting help for each class.
- Will you return any leftover product?  
Sometimes there is a penalty if you return product, check your contract. You may also have to pay for the return freight. Compare the cost of your penalties against the value of the returned product. Some organizations will keep a little extra product and use it for prizes; or for a class with a special project that may require some extra funding; or the best sellers may want to keep on selling and can be given one bar for every ten they sell; or the organization can sell them two weeks later at half price.
- How quickly after delivery must this be done?  
Again, check your contract. Usually product returns need to be completed within thirty days, but there is usually a grace period.

## Prize Programs

Are you motivated? Is what motivates you the same thing that is going to motivate your participants?

There has been much controversy over the years regarding the use of prize programs. Some dislike them because they instill competition, others like them because it is important to say thank you. Whichever way you feel, everyone agrees that a poor or unfair prize program detracts from the positive aspects of your sale and should be avoided. There can only be one top seller, but there can be three top sellers per class. More is always better, and it doesn't have to cost too much.

Generally speaking, you should give back five to ten percent of your profit into your awards program, incentive system, recognition program, or whatever else you want to call your prize program. Because your workers are not getting paid, you should do something special for them.

There are many types of prize programs and ways to distribute the prizes. There are top seller prizes, but that usually means 98% of the participants do not win. Even if you make it the top three sellers, it is still not very motivating. The most motivating is one where everyone wins, and yes it can be done!

Many feel the fairest method to distribute prizes is through draws. Every participant earns a chance to win a prize for every (choose a number ) bars sold, or other dollar value of sales attained. Participants have to know what those numbers are so they can make their own goals.

Draw prizes are especially beneficial when conducting a chocolate bar sale. Awarding these prizes every day of the sale keeps the momentum going and the sales hot. If you are running a pre-sold, order taking campaign, you can still conduct draws by asking for a show of hands to help determine sales to date.

When you give someone a single draw ballot for a specific dollar sale achieved, you are giving a participant one chance at winning. If that ballot is good for one chance at 25 different prizes, then you have just given them 25 chances to win. But if you give them four ballots for that same specific dollar goal, then they now have 100 chances to win! Which would you rather have: 25 or 100?

What can you give away? Anything at all that gets donated by staff, parents or members of the community at large. The staff might enjoy getting involved by donating a prize. It can be lunch bought by, prepared by or served by a staff member, time, one hour of time on the having recess inside on a cold homemade cookies, a hand-list is endless. This gets the better if the staff is involved.

( Some organizations conduct pre-sold programs and request payment at the time of ordering. Those that do, notice about a 15 to 20 percent drop in sales over C.O.D. sales. ) If you are getting your money at the time your customer places an order, then you can give out draw ballots based on cash turned in.

help with a French class, extra recess computer, help with an assignment, day, a guitar lesson, a batch of made craft, principal for the day, the staff involved, and every sale is

Parents are another source for companies they own or work something. Even the typing of student might want to win. parents about the sale, and

donated prizes. Many parents or the at may be willing to donate an assignment is a prize some Send home a flyer informing the what staff is donating to help create

prizes just for their students. Make it as long a list as possible. Then ask the parents if they can send in a prize. All prizes are cheerfully accepted should be your policy. Inappropriate prizes can be returned or used elsewhere. Include some suggestions as well: Lunch at a favorite quick serve restaurant, a golf lesson, help with a woodworking project, tickets to a game, some desktop publishing work done, a computer lesson, etc.

And specifically ask for assistance from local stores and area merchants. You might be surprised what you can get: Five free skate sharpening, free ice time, a tank of gas, one free lawn mowing, gift certificates for all kinds of stores, free movie or game rentals, free meals, etc.

Now that you have fifty to one hundred free prizes, go spend your five to ten percent of the profits. After consulting some of the students from a variety of grade levels, decide on some prizes. You can buy the prizes or sometimes you can borrow the prize with the understanding that a gift certificate for that particular store will be purchased. Many times, a local merchant will give your school a good discount when you explain the reason for the purchase. Remember to send home a newsletter informing the parents of all the local merchants who helped out by giving discounts or free gifts.

Save some of your prize budget money for class prizes, one prize for every class. A movie, popcorn and a drink, or an ice cream sundae and a movie are very inexpensive ways to say thank you. Pizza and a drink may seem like more, but that movie is important too. This way, the staff member gets a prize too.

Some schools get the staff involved in other ways as well. There are prizes like shaving the head of Mr. or Mrs. \_\_\_\_, a pie in the face of Mr. \_\_\_\_, Mrs. \_\_\_\_ will spend an hour of the day riding around the school from class to class on a tricycle. Ask the staff to use their imagination. There have been many stories about principals kissing a pig, spending lunch hour on the roof barbecuing, doing the students' homework, etc. It's all for fun, so keep it light hearted and amusing.

Now that you have one hundred or more prizes to distribute, including a prize for every class, how do you distribute the prizes? Especially if every time a specific dollar goal is attained, four, five or more ballots are given out.

Every morning, either after turning in money, or after a show of hands to signify dollar sales, issue the ballots. Allow the students to place their ballots in the ballot boxes during recess. Just before lunch, or just when lunch begins so there is an audience present, draw and announce the daily prize winners and have them collect their prizes.

Congratulate the winners by name during afternoon announcements and let everyone know what tomorrow's prizes will be. Once or twice during the sale, have a special draw and not tell anyone in advance, this helps keep it exciting.

You will want to distribute some prizes daily, but you may want to wait to the end of the sale to distribute the big prizes. If you do, make it as special as the fundraiser was: hold an assembly. After all the money has been collected, have all the students present for the big draws. Have each teacher pick a name from their own ballot boxes, have some students help with the name pulling for some other prizes. Treat it like the important event it is. Thank everyone who sold, helped with publicity, as runners, with accounting, counting bars, etc.

Send home another newsletter thanking the parents for their help, and mention by name the parents, staff and merchants who donated prizes or discounted merchandize. Only with everyone's help was your fundraiser successful, so be sure to thank everyone involved.

A special hand written note to parents, staff or merchants who went above and beyond the call of duty is a nice added touch and will be remembered for a long time.

## A Brief History of Fundraising

In ancient Egypt, Social Organizations collected membership dues in order to belong to their club, the first fundraisers.

The first modern fundraising campaign is generally credited to the work of two YMCA professional staff members Lyman L. Pierce and Charles S. Ward. Back in the late 1890's, they took a militaristic approach to fundraising, hence the term 'campaign'. They determined that there are six fundamental elements to a successful fundraising campaign: A given time frame, a specific goal, volunteer solicitors, a kick-off, regular report meetings and a victory celebration.

In the fifties, chocolate bars were introduced for fundraising at the outlandish price of \$0.25 each, featuring the name of the organization on the wrapper. ( Prices increased to \$0.50, then \$0.75, \$1.00, \$2.00, and now you will find these chocolate products being offered at \$3.00, \$4.00 and \$5.00. )

In a July 1960 issue of Public Relations Journal, Dr. Sidney J. Levy, in an article entitled "Humanized Appeals of Fundraising" suggested that there are two primary motivating factors in personal giving or supporting: a sense of duty, and personal self interest.

Dr. Levy's research suggests that a hierarchy of loyalty exists:

The trick again, is to be organized. Have your ballots pre-printed on an 8 ½ by 11-inch sheet, three, four or five across on a page, and six, eight, nine, ten etc. down the page. Make sure your number up, or your number across matches the number of ballots you are giving out per chance per student. Have ballot boxes gift-wrapped and ready in advance. You will want one ballot box per Staff prize, a separate ballot box for daily prizes, and another ballot box for special prizes and for bigger prizes.

Religious ( a sense of belonging )

Fraternal, school, social ( a sense of ownership )

Health care, disease ( Specific help targeted at less fortunate due to health )

Social, welfare ( General help for less fortunate or those in need )

## Reading Suggestions

If you would like to know more about fundraising, there are many good books on the subject at your local library. Everything you read will give you a little more insight and some useful suggestions for your organization. These are just a few of the many titles that are out there.

The Grass Roots Fundraising Book, by Flanagan, Joan  
Contemporary Books, Chicago, 1984

User Friendly Fund Raising, by Williams, Warren  
WorldComm®, Nashville, 1994

Creative Fund-Raising, by Burke, Mary Ann, & Liljenstolpe, Carl  
Crisp Publications, Menlow Park, California, 1993

The Fund Raiser's Guide to Successful Campaigns, by Bayley, Ted  
McGraw-Hill, New York, 1988

Tested Ways to Successful Fund Raising, by Brakley, George A.  
Amacon, New York, 1980

Money isn't Everything: Survival manual for Non-Profit Organizations  
by Fisher, John, Institute for the Non-Profit Organizations,  
Toronto, Ontario, 1974

Fundraising for Non-Profit Groups, by Young, Joyce  
International Self Counsel Press, Vancouver, 1989

## Schedule A

Product (s)	Price Range	Profit Range	Perceived Value	Work Load	Usually done by
Alkaline batteries - AAA, AA, C, D & 9 volt	\$4.00 - \$25.00	50% Average	low to med	average	sports
All occasion cards, gifts, wrap	\$4.00 - \$25.00	50% Average	low to med	average	school
All scratchcards -	\$2.00 to \$5.00	80% to 90%	Very low	med/high	sports
Apparel: embroidered for team fundraisers	\$20.00 & up	10 to 15%	average	med/high	sports
Apparel: tee shirts, towels, and tote bags	\$20.00 & up	10 to 15%	average	med/high	sports
Aromatherapy, candles, cards and gifts	\$4.00 - \$25.00	50% Average	average	med/high	school
Big Yummy Gourmet Cookie Dough	\$8.00 - \$15.00	35% average	above average	average	school
Bricks with personalized bronze plaques	\$20.00 & up	80% to 90%	unique/market	med/high	Sport/Sch/Com
Brochure & catalog sales	\$4.00 - \$25.00	50% Average	low to med	average	school
Brochures - music CDs & cassettes from top artists!	\$10.00 & up	50% Average	average	average	Sport/Sch/Com
Calendars	\$4.00 - \$25.00	50% Average	low to med	average	school
Candles - highly aromatic	\$4.00 - \$25.00	50% Average	low to med	average	Sport/Sch/Com
Candy, bio mats, M&M's, spiritwear	\$8.00 - \$15.00	50% Average	low to med	average	sports
Candy, M&Ms, Lollipops -	\$1.00 to \$4.00	50% Average	low to med	average	sports
Cheesecakes and cookie dough	\$8.00 - \$15.00	35% average	above average	average	sports
Chocolate bars, almonds, caramels & mints	\$2.00 to \$5.00	50% Average	low to med	average	sports
Christmas cards and note cards	\$4.00 - \$25.00	50% Average	low to med	average	school
Christmas greens, wreaths, swags, holly	\$4.00 - \$25.00	50% Average	low to med	med/high	sports
Clothing recycling	\$10.00 & up	10 to 15%	low to med	med/high	Comm Org
Coffee, award winning - makes great gifts	\$4.00 - \$25.00	50% Average	above average	average	Sport/Sch/Com
Cookbooks - custom	\$8.00 - \$15.00	50% Average	low to med	med/high	Sport/Sch/Com
Custom woven throws, pillows, tote bags	\$20.00 & up	50% Average	average	med/high	Comm Org
Cutlery products-aluminum handled	\$20.00 & up	10 to 15%	average	med/high	Comm Org
Dining & entertainment disc. coupon books	\$4.00 - \$25.00	50% Average	Depends		Sport/Sch/Com
Ecological tees, sweats, mugs and more!	\$4.00 - \$25.00	50% Average	unique/market	average	Sport/Sch/Com
Family portraits, glamour	\$20.00 & up	10 to 15%	low to med	med/high	school
First aid kits and supplies	\$4.00 - \$25.00	50% Average	above average	average	sports
Flower bulbs and perennials	\$4.00 - \$25.00	50% Average	low to med	average	school
Giftwrap, accessories, gourmet edibles	\$4.00 - \$25.00	50% Average	low to med	average	school
Gourmet foods: great quality, price, & profit	\$20.00 & up	35% average	above average	average	sports
High quality customized dry erase boards	\$20.00 & up	35% average	unique/market	average	Sport/Sch/Com
Home grown honey -	\$2.00 to \$5.00	50% Average	average	average	Sport/Sch/Com
Indian River oranges and grapefruit	\$20.00 & up	25% average	unique/market	med/high	school
Kid Safe Fingerprint-a-Thon	\$8.00 - \$15.00	50% Average	above average	average	school
Kids holiday store	\$1.00 to \$25.00	50% Average	low to med	average	school
Lollipops & Virginia Diner gourmet foods	\$20.00 & up	50% Average	low to med	average	school
Magazine and music fundraising	\$4.00 - \$25.00	35% average	low to med	average	sports
Music CDs & cassettes from top artists!	\$10.00 & up	35% average	low to med	average	school
Online shopping - brand name merchants	\$20.00 & up	4 to 12%	unique/market	low	school
Pasta in fun shapes, fast meals, big profit	\$4.00 - \$25.00	50% Average	low to med	average	school
Pecans, fudge	\$4.00 - \$25.00	50% Average	low to med	average	school
Personalized pens	\$2.00 to \$5.00	50% Average	unique/market	average	school
Personalized prayer name poems	\$8.00 - \$15.00	50% Average	unique/market	average	school
Pizza kits, bread kits, cutters, paddles	\$4.00 - \$25.00	35% average	low to med	average	school
Popcorn packs	\$2.00 to \$10.00	35% average	low to med	average	school
Raffle ticket software and raffle ticket blanks	\$0.50 & up	80% to 90%	Very low	med/high	sports
Safety first aid kit, fire extinguishers	\$4.00 - \$25.00	50% Average	above average	average	school
Spices - five customer choices	\$4.00 - \$25.00	50% Average	average	average	school
Spirit wear, team jackets & school bags	\$20.00 & up	10 to 15%	unique/market	med/high	sports
Stationery	\$4.00 - \$25.00	50% Average	average	average	school
Telecommunications, paging, long distance		80% to 90%	unique/market	depends	Comm Org
Temporary tattoos, nail decals, jewelry	\$4.00 - \$25.00	50% Average	average	average	Sport/Sch/Com
Thons of all types		80% to 90%	Very low	depends	sports
Turkey Sales	\$20.00 & up	25% average	average	average	Sport/Sch/Com
Video horse racing		80% to 90%	Very low	depends	sports
Wrap, magazines, candy	\$4.00 - \$25.00	50% Average	low to med	average	school

## About SMSnet

SMSnet is a revolutionary new fundraising program which provides community sports groups, membership organizations and high schools with a no selling, high profit, green fundraiser that is great for the community as well as great for business.

SMSnet is completely different from all other traditional, community type fundraising. By having a 'no selling' mandate, SMSnet eliminates the need for students or members to sell anything door to door, or to leverage friends or family relationships into buying something to help out their cause. Furthermore, as there is no selling, there is also no collection of monies or distribution of products, no returns, no financial risk, no class or sports practice disruptions and no time commitments required by staff or volunteers.

While generating local fundraising profits, SMSnet provides community and regional Brands with the ability to empower their marketing efforts using a unique text messaging offering to a community based subscriber group at several times less than the cost of traditional media advertising or other mobile marketing alternatives.

In January 2010, Indigo Mobile Media launched SMSnet, their no selling, mobile, fundraising solution. Initiated as a localized fundraiser, it is quickly spreading as a regional and national program offering local and national Brands the opportunity to place their mobile advertising and messaging into the right hands, at the right time, and in a cost effective manner.

Indigo Mobile Media is now embarking on raising its presence within the North American fundraising community as it looks to further accelerate the growth of its program. Indigo asks Brands in its corporate tag line; "your customers are mobile, shouldn't your advertising be?"

By January 2010, the number of US mobile subscribers had grown to over 280 million, reaching 90% of U.S. households. Last year, U.S. consumers sent over 110.4 billion SMS messages per month. In Canada, there are over 25 million mobile phone subscribers reaching 74% of Canadian households. On average, 87 million text messages are sent by Canadians every day... that's 2.7 billion messages per month!

Texting is the pre-eminent method used by teens and young adults to communicate with one another. It is more widely used than voice calling, email or all social media offerings combined. And because of the teenage use of SMS, most parents have been influenced into text messaging usage. If you want to get your message to a 16 to 55 year old, be prepared to embrace SMS.

According to Indigo Mobile Media, SMSnet provides Brands the opportunity to initiate and strengthen relationships with consumers while providing additional value that can influence buying behaviour. SMSnet delivers tangible and measurable ROI at a cost several times less than traditional media advertising or other mobile marketing alternatives.

Contact Indigo Mobile Media at [www.indigomobilemedia.com](http://www.indigomobilemedia.com) or [www.smsnet.ca](http://www.smsnet.ca)

**Fundraising Solutions by SMSnet, the no selling, mobile, funding solution**  
**[www.smsnet.ca](http://www.smsnet.ca)**