



# Equal Exchange Catalog Fundraiser 2017



## Fundraiser Details

**Sales Timeline:** December 18 - January 19

**Profit Earned:** earn 30% profit on catalog retail price (example: \$9.00 retail; \$2.70 earned)

### Schedule:

- Start selling from catalog on December 18
- Record orders on the Order Form (by customer) and collect all payments up front. Checks are made payable to: Trekkers.
- **Order forms & money due by Friday, January 19** to the Trekkers office
- Pick up orders after **Monday, February 5** at the Trekkers office

## Tips for Selling!

1. **Expand Your Reach!** You can go beyond the Trekkers community to gather support. Most people will be delighted to help Trekkers and receive amazing products in return. Take catalogs to your school, workplace, congregation, book club, or community events. Do Facebook postings, tell your neighbors and friends!
2. **Promote the product as a gift!** Especially since the holidays are coming up!
3. **Always emphasize the cause!** Let people know what they are supporting by purchasing this product. "We're raising money for... Because..."
4. **Be polite and say "thank you"**. Do this even if the potential buyer doesn't buy the product or takes less than you had hoped for.
5. **Make a list of friends and family** that you can sell to.
6. **Don't take a "no thanks" too hard.** Some people just can't afford it.
7. **Ask one or two people to spread the word** and you'll be amazed at how many people will talk about actually buying from you.
8. **Make eye contact** with the customer.
9. **Have a script** to go by.

Example: *"Hi! I'm selling Equal Exchange products to raise money for my program dues at Trekkers. Are you interested in looking through the catalog? There is organic coffee, tea, cocoa, chocolate and more."*

**Questions?** Contact Shari Closter at the Trekkers office at 594-5095 or by email at [shari@trekkers.org](mailto:shari@trekkers.org).