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TODAY!

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can
HELP!**

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FUNDRAISING
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Let's talk
about
SUCCESS!

Niceville High
School Band sold
\$64,000 in
World's Finest
Chocolate bars to
help pay their way to
the Rose Bowl Parade
in Pasadena, Ca!

Niceville High School Band Boosters

NICEVILLE, FLORIDA

Once the band decided to work with World's Finest Chocolate, I contacted King Fundraising. They were very focused on helping us raise the most money for our trip. The local salesperson suggested options on how we could make the sale work for us and how to get the students motivated. He also stayed in contact with me to ensure everything was going well.

World's Finest Chocolate and King Fundraising helped us hit our goal, allowing a number of students to make the trip that otherwise would not have been able to enjoy this big event. We look forward to working with them again in the future.

Jessie Mason
Niceville High School Band Boosters VP

Here's How We Did It:

- 1 Called local World's Finest Chocolate rep several months prior to start a "game plan".
- 2 Before Kick Off Day, sent a note home to parents explaining the HUGE financial benefits of the fundraiser!
- 3 Sold beyond the typical 2 week period and kept the momentum going by reordering chocolate several times.
- 4 Had "Point Person" who kept records & managed inventory, distribution & sales.
- 5 We marketed the fundraiser on the band's website and Facebook pages, and posted weekly updates to the Band's Leaderboard showing the amount raised & prize qualifiers...this kept the kids really engaged!
- 6 Encouraged students to use creative ways to sell. (One student sold 88 boxes by setting up a table at a local flea market & paid for his entire trip!)
- 7 Using Social Media / Facebook we made it fun for the students and regularly shared the Leaderboard on the band's Facebook page. Then, the students began sharing with their friends and family how many boxes they had sold. Keeping their attention on the fundraiser was key, so we used immediate gratification by giving out prizes throughout the fundraiser. (Ask your sales rep about this! He has great ideas!)

