

Scratch Cards

Tips for Getting Your Group "Scratching"

(This is an example, compiled from previously successful "Scratchers". Use your imagination and let us know how you did it!)

- Assign each member a card.
- Explain how much the cards cost and emphasize that they are valuable because each spot represents actual money for the group.
- Tell them to collect the amount shown under each spot as it is scratched.
- Assure them that if a donor wishes to give a higher amount (round up) it is ok to accept the donation.
- Do some role playing to practice asking people to scratch a spot or two.
- Remember - Small donations add up!
- Check the cards weekly and collect the money from spots scratched. Put dates on your calendar or in your phone to remind you to follow through on time.

Issue A Bonus Challenge:

The first member to return their card "Entirely Scratched" along with the donations received should win a specific prize, such as a % of the money collected from the card, or all the money collected above \$100.00.

Divide your group into Teams for friendly competition or create "Relay Teams" and each relay team member is responsible for $\frac{1}{2}$ the card.

Offer cards that are partially scratched to those who completed their cards with some kind of incentive to get the cards completely scratched. You know what it takes to motivate your group, so have fun with it!

Remember, the cards are valuable and do not expire, so keep asking for donations until they are completely scratched.

Each Customized Card Can Yield	\$ 105.00 (or more)
Minus Customized **Card Costs	<u>-12.00</u>
Profit Potential per Card	\$ 93.00 per card
X 100 cards	Bottom Line Potential \$9,300.00

*Different cards will yield different amounts. **Prices for cards vary depending on volume and type of cards purchased.

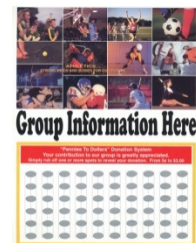
"Success will never be a big step in the future, success is a small step taken just now."

~ Jonatan Martensson

Custom and Standard Cards Available!



1-877-267-2477
www.southernfundraising.com



Motivate your sellers!

Ask them to Commit to this cause and set a personal goal to have their entire card "Scratched"!

- Approach as many people as possible
- Explain why you are raising money
- Ask them to support your team by "scratching" a spot or two
 - Thank them for "Scratching"



Remember to:

Offer suggestions and encourage creativity:

One enterprising young man went to Sam's Club and purchased a large box of freeze pops for \$3.50. He took them in a cooler to a local game and offered a freeze pop to anyone who scratched 3 or more spots or made a donation. **He sold his card out 20 minutes!**

You could do this with any product that is individually wrapped and can be bought in bulk, such as, Hershey kisses, licorice sticks, peppermints etc.

Another ambitious seller printed "GO TEAM" stickers with the team logo and offered a sticker to anyone who scratched a spot during home games.

Offering your own incentives to all sellers who turn in the card completely scratched increases participation!

For example you may want to:

- Offer to those who turn in a completely scratched card along with \$105.00 to be entered into a drawing for
 - Money
 - Prizes
 - Tickets to school special events
 - **Announce the names of those turned in cards, thanking them for their support!**

Remind them daily that this is a group effort and that everyone is needed to succeed!

Have any ideas?

We think you do!

Make it happen for your group!

Make it happen for YOU!



Southern Fundraising

1-877-267-2477