

## HOW YOU CAN HELP MAKE THIS EVENT SUCCESSFUL

- We will provide you with all the tools necessary to raise a great deal of money for your program, but the success of this event is **dependent on your promotional efforts!**
- 90% of the beds sold will be from personal referrals. We need you, the parents and your students to look for other families in the market for a new bed. 1 in 4 households will replace a bed this year. Start the conversation with friends, family, neighbors, co-workers etc. You will be surprised how many people actually need a new mattress. Here is how to get people to attend the event:
  - **Text and email referral coupons to everyone you know** (be sure to put your child's name on the referral coupon). Not only will it get customers to attend the event, but your student will earn gift cards for every sale they refer!
  - **Promote our Facebook campaign**
    - LIKE our page
    - Join your event
    - Invite ALL your friends
    - Share every time we post
  - **Hang provided posters in strategic locations in your community**
  - **Put provided yard signs around town and in your yard the week prior to the event**

What makes our fundraiser unique is that you and the students don't actually have to sell anything. You don't have to go door to door, collect money, and distribute the product. We do it all. **Your only job is to get the word out.** The amount of people who attend the event has a HUGE impact on the amount of money that will be raised for your program.

If asked *"Why should we buy from the fundraiser and not a local retail store"* – here is your answer:

1. CFS offers the same name brand products as retail stores but at a fraction of the cost.
2. Our customer service is second to none.
3. Your school program earns money back with every sale! It is a win-win for everyone!!

