

# Ways To Help Sale!

1. **ADVERTISE!** Let everyone know when the sale starts and when "turn-in" days are. Advertise on SCHOOL MARQUEE...MAKE BIG POSTERS AND DISPLAY ON CAMPUS...USE SAMPLE PARENT LETTER AND INCLUDE IN MAILINGS...LOCAL NEWS RELEASE IN PAPER.
2. **BULLETINS!** Make announcements letting everyone know how we are doing. WRITTEN BULLETINS announced in class or morning "all call" announcements are very helpful. Announce top student sellers, big prizewinners, next turn-in day ect. KEEP THE SALE IN FRONT...it's over before you know it and pays for your entire school year!
3. **STAFF INVOLVEMENT!** All staff receives a 50% discount OFF all products. Let them know how important their endorsement and involvement is during the sale. Teachers can have homeroom competitions, top seller group within their class or participation awards within class.
4. **STAFF CHALLENGES!** Faculty challenges to student body can be fun, increase morale and provide great benefits. Principals or teachers will perform or do certain things tied to specific school goals..."Pie In The Face", Dunk Tank, special assembly, extra recess, teacher fun dress, ...students can come up with many good ideas for challenge rewards.
5. **SCHOOL PRESENTATION!** During the "kick-off" assembly, the Principal and/or student leadership make a brief appeal to students for their involvement! Answer questions as to where does the money go? Why it's important for everyone to get involved.
6. **SET A GOAL!** Let everyone know how much money needs to be raised EACH turn-in day and how much is needed by the end of the sale! What is the GOAL? What will the money be used for?
7. **INTERNET ORDERS!** The Internet is here! We have a great WEB site at [www.aphearst.com](http://www.aphearst.com) where students can sign in, develop a brief home page and send out E-Mails to all their family and friends. School receives the money and students receive credit for prizes. Encourage Internet use as a great way to help!
8. **LINK OUR PAGE!** If your school has a web site, link it with [www.aphearst.com](http://www.aphearst.com) explaining to your parents and community that they can order or renew magazines year round and the school receives the credit. This is a great way to continue to receive extra dollars throughout the year! Be sure to remind them of the SCHOOL CODE: GO(SCHOOL NAME)
9. **DON'T FORGET LAST YEAR'S CUSTOMERS!** Use your yellow copies from last year's orders or WE can provide you with a list of previous year customers who need to have their magazine renewed. A simple postcard with the school code and our web address is all that's needed to realize this overlooked benefit.
10. **CONCLUDING THE SALE WITH A BANG!** End the sale with a GREAT BIG Thanks to everyone. Announce on marquee, newsletter, notes and announcements!