



ONE SUGGESTED APPROACH WHEN IT'S DIFFICULT TO SELL TO
AN ELEMENTARY OR HIGH SCHOOL

Very often when dealing with schools it is very easy to find someone who says "no" but it's difficult to find the person with the authority to say "yes" and the willingness to extend the money to make an initial purchase.

One solution to the initial hesitancy to commit money on what might be considered a gamble is as follows:

- Determine which bank, business or individual is a leader in the vicinity of the school.
- Visit that person or organization before approaching the school. Ask if they will sponsor a fund raiser for the school. If they balk at donating the items, the next question would be if they were willing to lead the money for the project. Repayment would be made from the first sales.
- After receiving tacit agreement from the sponsor, visit the school. Talk to the person with the authority to say "yes." Explain there would be no funds expected up front from the school. A local sponsor would be donating (or lending) the money to purchase the items to be offered for the fund drive.

If the school representative likes the idea with no gamble on their part, it becomes a win-win agreement. The school has an avenue for obtaining funds and the sponsor gets inexpensive local advertising.