

SMART GIFT IDEAS

GIFTS THAT GIVE YOU MORE

Your guide to nailing
a fail proof stall

[#smartgiftideas](#)



At Smart Gift Ideas, we're proud to be your one-stop shop for all things fundraising and giftware!

We exist for one reason only: to support our amazing community of fundraisers. We understand, all too well, the hard work and dedication our community of smart gift givers put into making their fundraising efforts a success. Which is why we love helping you make fundraising effortlessly simple and enjoyable!

Check out our guide to nailing a fail proof stall.

Why fundraising?

Fundraising is a rewarding way to make a difference in your local community and highlights the importance of supporting a greater cause.

Whether it's within your school or business community, fundraising can, and should be an enjoyable and rewarding experience.

From raising funds towards your next community project or school activity, the positive reasons to holding a fundraiser don't stop there. It builds camaraderie, encourages new supporters and sparks creativity.

Fundraising Checklist

Kick-start your fundraising using the checklist below. Once you get started, you'll be surprised at how quickly things fall into place.

Allocate the stall date and location

Important first step: check what events are happening in your School and local community on your preferred day. Make sure your date suits the majority.

The next crucial step is to plan ahead. Way ahead!

Note these dates in your diary:

- Our Mother's Day range is available from late January. Place your order as soon as possible to avoid a last-minute rush and have appropriate time to focus on organising the rest of your stall.
- Father's Day range is available from late May. Place your order as soon as possible to avoid a last-minute rush and have appropriate time to focus on organising the rest of your stall.
- Christmas is a great fundraising opportunity! Christmas stalls and fetes are a December favourite for families and usually draw a big community crowd. Our Christmas Catalogue is sent out with Father's Day orders. Place your orders as soon as possible to avoid the Christmas rush!
- Our new Novelty and Glow in the Dark ranges are available on the website soon. Purchase throughout the year for the perfect addition to any school fair or disco!

Smart Gift Ideas offers Early Bird Specials for Mother's and Father's Day and Christmas orders. Order before the specified date and not only will you receive a complimentary gift but you will also have peace of mind that the inventory is done and dusted.

Spread the word

When kicking off your fundraising efforts, start with your nearest and dearest.

Those closest to you will be your biggest supporters and advocates. And word of mouth is one of the most effective ways to attract new volunteers.

Hint

People are much more comfortable trying something new if it is recommended by someone they trust.

Many hands make light work

Appoint an organiser and delegate!

Who is doing what? How many people are needed to set-up the school hall? Who will decide who does what?

A stall organiser is the answer to all of these questions! This go-to person will be delegating tasks and ensuring everyone is equally involved to ensure a smooth-running stall, from set-up to pack down.

Don't underestimate the amount of help you can have! Helpers are always needed somewhere, whether its handing out flyers or simply supervising children. This can be a great opportunity to include the 'Newbies.' There is often a group of Kindergarten mums dying to help out but too shy to put their hand up.

Tip

If you are struggling to find volunteers, try a volunteer sign up board. Many new parents don't know who to ask, so this can be a great way to get the ball rolling.

Alternately you could advertise in the School newsletter.

Communication

Communication is key!

There are many ways to communicate your message to a large audience in one click; group emails, P&C meetings or Facebook groups and pages.

Try creating a Facebook page to start growing the volunteer list.

Decide how to run your stall

To make the Stall Day fun for children yet easy to organise, set up tables with gifts at different price points. You may like to offer a large variety of gifts, or choose to have a limited number of gifts at selected price points.

Tip

Order 1.5 gifts per child as a start. Once your first stall is completed, you will have a better indication of future quantities.

Stagger your stalls!

You wouldn't take the whole school to the shopping centre and shop at one store, at the same time.

If you are a large school, the last thing any helper wants is to be bombarded by 500+ kids all at once.

Make use of your left overs

Kids love giving their parents gifts, especially when they have selected the present themselves. But often what children select and what the parents actually want, are two very different things.

To bridge this gap, hold your stall early in the week, then advertise a stall for the parents and community members later in the week, with left over stock.

This is a great opportunity to give Mum's and Dad's the chance to select a more fitting gift for their partners and this could be a HUGE revenue raiser.

Pre-orders: Hit or Miss?

Taking orders from children prior to ordering from a supplier ensures you don't overstock, however this requires extensive pre-organising.

Unfortunately, you may find that stock can run out as it's not possible to forecast what items will be most popular.

Cashless Stall

A better method of pre-ordering is to take pre-orders of the amounts i.e. send forms out to families to get an idea of how many \$3, \$5 and \$10 gifts they are likely to purchase.

As much as kids would love to be responsible and pay with real money, a ticketing system is often easier. Use different coloured tickets for different price amounts.

This also helps to spread out the crowd of kids, by sending them to the correct table for their ticket amount.

Tip

Collecting money prior to your stall day ensures money is spent at the stall, rather than at the canteen!

Know your limits

Knowing your community and school will help to determine which products are going to be a hit.

Some schools have children bringing \$50 to spend whereas other schools struggle to bring in any money.

Knowing what your community can afford will help you to determine how much stock of each price range to purchase.

Tip

Have a backup plan for those children who want to participate but do not come prepared with money. Our Early Bird bonus gifts can assist in this situation, or alternately order a small quantity of very low priced gifts.

Advertise the stall day

The local community love to be involved in their local school, so promote the stall day wherever possible!

Use social media, school websites, newsletters and emails to get your message across.

Budget

Budget and expectations go hand in hand.

Your expectations should reflect your budget and decisions should be based around this.

Most schools have a kitty reserved for stall hire, however if funds are low, the below suggestions may help:

- Hold a mini fundraiser prior to the stall day
- 5¢ Fridays - for one month all students bring in their collection of 5¢ pieces
- Cup Cake Day
- Disco
- Breakfast
- Raffle - prize could be a Mother's/Father's Day or Christmas hamper using your bonus gifts received from Smart Gift Ideas for ordering early
- Mufti Day for a gold coin donation

Selecting your Range

At Smart Gift Ideas we love to offer an extensive range of gifts to suit all types of Mums, Dads and Grandparents - we even take into consideration what the kids will like to buy!

We offer a wide variety of price points and have no minimum order, allowing you to purchase exactly what you need.

With over 100 gifts for Mother's and Father's Day, and our Christmas and Novelty ranges growing, we have gifts for everyone.

Chose from drinkware, stationary, homewares to bodycare and everything inbetween.

Think of your community members and their lifestyles, their likes and dislikes and weekly routines. Base your product selection on this criteria, but remember it is all about the children and how delighted they will be choosing a special gift for their loved ones.

We are here to help you! So if you would like gift suggestions, don't hesitate to give us a call on [1300 803 310](tel:1300803310).

Always think ahead

Record everything; from budget, to set-up arrangements, right down to how many keyrings were sold.

At the very least, keep note of how much stock was ordered and how much was sold.

These records can help make organising your next stall day a breeze!

Say your Thanks

Two simple words. But always appreciated.

Use the same platforms you used to promote the stall day to announce the success of your stall and to say THANK YOU.

Tip

Use the school assembly to recognise the efforts of all volunteers and students.

Have fun!

Lastly, enjoy the experience.

If you need a hand, we'd love to help! We go out of our way to make fundraising simple and enjoyable. Which is why we are committed to quick, easy online ordering and prompt, courteous customer service.

Phone our friendly team on **1300 803 310** or visit our **website** to learn how we can help you.



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