

**Success Tips that Work**

**Before You Start**

* Appoint 2 Co-Captions to run your cards sales
* Establish your Chapter Funding Goal of how many cards to sell and how much money that would earn
  + Educate the members on where the funds will be used for your chapter
* Plan your incentive program (see incentive programs below)
  + Consider putting $1.00 aside for each card sale to put toward incentives
  + Share with your FFA Chapter Members what the incentives will get them motivated
* Spend 2 weeks working with your chapter members on community service projects by building up the myffarewards.com platform in your area.
  + **Objective:** Send your chapter members out into the community in full FFA gear to present a *“business plan”* to the local retailers and businesses.
  + **Goal:** Get businesses to join the FFA Travel & Rewards Platform.  This will not only help with sales but also expands the FFA brand out into the community.

**During Your Campaign**

* Limit your Card sales to 3 weeks
* Have every student commit to selling 3 cards by signing a pledge card
* Ideally, you want students to sell 5 to 10 each to gain more profits for your chapter
* Make sure every student understands how you’re going to use the funds raised to share with others
* Get creative with “how & where members sale cards”
  + Have the students dress in full FFA gear and go out in pairs to sell
  + It is helpful if the students purchase 1 membership to showcase to supporters
  + Have students download the “app” so they can bring up discounts and travel offers
  + Help them with their sales scripts
    - “Hi, my name is \_\_\_\_\_\_\_\_\_\_\_\_ and I am with \_\_\_\_\_\_\_\_\_\_ FFA Chapter. We are raising funds for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. For just $20 you can support our efforts and in return you get a **12 month FFA Travel & Rewards membership** on our online platform for savings at 340,000 discounts local and nationally. Plus, a $100 travel voucher that helps you save at hotels across the US. Our chapter really would appreciate your support.”

**Ways to Sell Cards**

* Friends and Family
* School Sporting events – set up an FFA booth and extend the brand
* Sell in front of stores that offer discounts on the platform
* Farmers Markets, Fairs, Competitions



**Incentive Suggestions**

*Layout an incentive program that works best for your chapter. See some suggestions below that have worked for other chapters.*

* Are you raising money for a trip? National Convention or a competition? The cards sales could all go to those for students and if they hit their goal then they get to attend.
* 3 Cards - pay their chapter dues
* 5 Cards – something small such as a Keychain / Lanyard
* 10 Cards – FFA Socks
* 15 Cards – FFA T-shirt
* 25 Cards - Choice of 2 items above
* 40 Cards - FFA Sweatshirt
* 50 Cards or OVER – ¾ FFA Pullover

Top Seller – New Member – Official FFA JACKET

Top Seller – Veteran Member – Carhartt FFA Jacket

**Other Suggestions**

* Class Party
* Movie Night
* Gift Cards
* FFA Merchandise that you already have
* Have local vendors donate some prizes