



SUNSHINE KIDS™ PROMOTION IDEAS

Lend your support to The Sunshine Kids Foundation and raise both community awareness and your image as a sales professional who cares about more than just the next sale.



Silent Auction

Take an energetic broker and a willing staff of sales associates who want to help The Sunshine Kids and you've got the beginnings of an amazing silent auction fund-raiser/dinner.

Here's how it works...

First, call all your sales associates together and outline the tasks that need to be completed to make your event successful. Once your sales associates are intrigued, the roll-out of the promotional plan can begin. Next, put together a special direct mail solicitation letter that everyone in the office can use. A goal should be set for the number of items you would like to auction. Sales associates can get items donated by sending the letter to the businesses, clients and vendors they deal with on a regular basis. Offer to pay the postage if they supply the names and sign the letters. The letter should outline the mission of The Sunshine Kids, the type of foundation it is, the activities it provides for children with cancer, and how important those events are for the well-being of the kids. Optional: The letter can also outline the

price of the special dinner and ask recipients to purchase tickets. Give the letter seven days to arrive and then begin a series of follow-up telephone calls. The next step to the promotion program is generating free publicity by sending press releases to the local newspaper, contacting local radio stations, posting the event on all social media platforms, etc. Invite the media to the event. This will generate additional publicity for the company and the fund-raiser. Not only will this exciting fund-raiser generate money to help The Sunshine Kids, but the enormous amount of exposure helps to enhance the reputation of your office, and firmly establish your company as an organization that truly cares about the local community.

Bowl-A-Thon

If you are looking for a fun event while raising money this is it!

A spare idea for you to strike on...

A bowling tournament is a great way of getting your sales associates and sponsors together for a day of bowling. Make up a solicitation flier or letter that will go out to potential sponsors. Explain what the Sunshine Kids is and that the money donated will help send kids with cancer on amazing experiences. Once the committee is put together, find a bowling alley that will work best with your company. You will

need to find out how many lanes will be available to you depending on the size of the bowling facility. The next step is to sell tickets for teams at \$250.00 per team. You may also include a silent auction and raffle. To help promote your bowling event, post your event on all social media platforms.





Pledge \$10 Per Transaction

The simplest ideas are usually the best, and this fund-raiser is a perfect example. There is no better promotion than this for you and your sales associates to generate money for The Sunshine Kids and receive positive media exposure. Plus, it's easy ask your vendors to donate \$10 from each sale when your office is giving to a great cause like The Sunshine Kids.

Here's how you do it:

Compile a company-wide list of all the vendors your sales professionals work with from title and mortgage companies, termite treatment companies, banks and attorneys to the more unique like garbage collectors - anyone that sales associates refer people to or work with on a regular basis. To secure the donors, ask each sales associate to send a letter or e-mail to the vendors they deal with and follow-up with a telephone call. The vendors will most likely be willing to help, since you are only asking for \$10 per sale or transaction. Start the

campaign at the beginning of the month, and by the end of the month, the checks will be rolling in. But it doesn't end there. To generate exposure for your fund-raising and to thank the vendors, send news releases or posts on Social Media to the local papers outlining the program and naming the vendors involved. Keeping it simple with this promotion will benefit The Sunshine Kids, and may enhance your company's image in your marketplace.

Yard Sale

This is a great way to get involved in your community and it's very easy to do.

The step-by-step...

1. Find a location to have your yard sale – shopping mall, community center or your company headquarters.
2. Invite your sales associates, friends, vendors, title companies to donate items for the event.
3. Select a date(s) on a payroll weekend. Don't forget a rain date if your sale is outside.
4. Get local media to donate advertising or PR.
5. Make and post directional signs.
(Don't forget to pickup your signs after your sale.)
6. Post the event on all social media platforms.

50/50 Raffle

Since everyone can always use a little more cash in their pockets, and your office wants to help The Sunshine Kids, why not hold a 50/50 raffle at your weekly sales meeting? (If it is permitted in your state.)

The idea is simple...

Select a coordinator who will be responsible for selling raffle tickets and collecting the money. Tickets should be sold prior to sales meetings. At the end of each meeting, this person will ask one of the sales associates to draw the name of the lucky winner. The winner will receive 1/2 of the money collected from ticket sales that week and the remaining 1/2 will be donated to The Sunshine Kids. Once the sales

associates see how easy, fun and exciting it can be to win one half of the money collected from ticket sales, they will want to put more money in. The more tickets that are sold, the more money for The Sunshine Kids! You may also want to try this promotion at your next AMG meeting.





The Golf Tournament

If there are people in your local community who like to slice a golf ball, then this idea will be a smashing success to raise money for The Sunshine Kids. You'll be amazed how easy and fun it is to raise the money when it involves inviting people out to a day-long golf tournament.

Tee-up this one...

First, your sales associates need to target all of their acquaintances, title companies and vendors who have done business with the company. Then, develop a "kit" that can be sent to all prospective participants. This kit should contain a letter describing the tournament, The Sunshine Kids foundation and how the money would be utilized. Also, include registration materials for the tournament, a Sunshine Kids brochure, as well as information on the program. Once the kits are mailed out, contact each person with a follow-up letter. In addition to generating participation for the tournament, the letter should ask if the vendors and other participants would like to become sponsors of the program. The program sponsorships could be broken down into Gold, Silver and Bronze levels, for donations of \$1,000, \$500 and \$250, respectively. The sponsorships can include varying amounts of ad space in the program; signage on the golf course and tennis pavilion, as well as complimentary entry fees; or an opportunity to place a promotional gift in player entry bags. The sponsors should

also receive recognition at the awards ceremony (if you plan to have one) that follows the tournament. Managers should then follow up the letter with telephone calls to secure the program sponsorships. The next step in the program is generating items for the door prizes. Sales associates and managers can generate the items, which can range from airline tickets to golf balls to theater tickets. The sponsors should be rewarded with ad space in the program, depending on the amount of the gift donated. To generate interest as well as publicity for the event, post the event on all social media platforms, send press releases to the local media and, because of the nonprofit fund-raising nature of the event, you should be able to receive several public service announcements from the media. So for a fund-raiser that isn't just par for the course, keep your eye on the ball and see how easy it can be to hit a hole-in-one for The Sunshine Kids.

Indoor Putt-Putt Tournament

Get energetic broker and sales associates to get involved in this fun event and it will turn out to be an amazing fund raiser.

Creativity is the key...

First will you need a 9-hole putting course that should be set up in or outside your office. Be creative, and of course you'll need putters and golf balls. Allow the broker or team leader to use your sales meetings as a forum to ask sales associates to help out - even if they are not on a committee. A committee of 10-15 people is recommended. They should have a good base of friends that they can call on for help to be a sponsor. Historically, a majority of funds raised during this event is from sponsorships from loan officers, escrow sales associates, ven-

dors, title companies and business owners. The program sponsorships should be broken down into Corporate \$200, Gold \$500 and \$1,000 Star, respectively. Each sponsor brings 4 people to play. Sponsors should have their name on a master sheet that is put up in the different locations around the area and the score cards. The top 2 levels of sponsors are listed on the holes. Including a silent and live auction or raffle will help raise more funds. To make this day even better, providing music, food and beverage will make this benefit successful.





Community Safe Shredding Event

With identity theft on the rise – there is not a better way to offer your community a safe and reliable way to destroy confidential documents and to support the Sunshine Kids Foundation. The truck rental is inexpensive and the goodwill in your community will go along way.

Here is what you do:

Pick a date (suggest a Saturday) and give yourself at least two month's lead time. It's all about PROMOTION! Ask all of your agents to invite their clients, friends and family by using eCards, post cards, personal notes, calls and social media. Contact your local newspaper and community bulletin board – get them to post information about the event. Put up a large poster in your office (where possible) and ask agents to distribute smaller ones to local businesses.

On the day of the event (suggest 2 to 3 hours), we suggest that you use the office parking lot for the event. Set up a donation table, have SSK balloons, brochures and pins. Ask for a donation (no charge for shredding) and find that people are more generous when there is not a fixed fee. Organize office volunteers to work the table, direct traffic and help people unload their cars. And don't forget to bring your unwanted confidential documents for shredding as well.

Fun-Run

What better way to get involved with the local community and also raise money for The Sunshine Kids than to hold a company-wide 5K Fun-Run.

Here's how it works...

The idea is simple- first make a decision on where to hold your event such as a local area park, high school stadium or along a river. A permit may be required depending on where you hold your proposed event. You will then need to make up a letter or fliers asking for people to sign up for \$25 or more to run or walk. Once you have partic-

ipants they can also solicit pledges from their friends or companies in your area. Providing t-shirts to the runners will encourage registration. Contacting your vendors for sponsorship and offering them advertisement on the shirts will not only help defray the costs of the shirts but is also a great way to promote your event.



These are just a few ideas that have worked for others...and can work for you. Be creative. Develop your own promotion concepts. Take advantage of opportunities that are unique to your market. Share your ideas.



Kick-Off Sales Meeting Agenda

The Sunshine Kids Sales Promotion contains the perfect ingredients for a dynamic sales meeting; one that can send every sales associate out with an extra burst of enthusiasm. Here are some suggestions on how to construct a sales meeting that will introduce the program to your office, and at the same time, have dramatic impact.

Before the Meeting

- Call The Sunshine Kids at (713) 524-1264 or visit them online at www.sunshinekids.org. They can help you with any questions that may come up about The Sunshine Kids.
- Order banners and balloons to decorate the meeting place. Make sure the sign rider, brochure and other Sunshine Kids marketing materials are handy for demonstration.

The Meeting

- Start The Sunshine Kids portion of the meeting by introducing and playing the video.
- Go through The Sunshine Kids Sales Promotion program and explain how it works.
- Explain to sales associates that the program can be used with current as well as new listings.
- There's nothing to prevent an sales professional from visiting current sellers and converting their listings to the Sales Promotion program. It's an excellent way to increase communication between sales associates and sellers, too.
- Be sure to tell sales associates about the follow-up campaign. That is, the cards that will be sent to buyers and sellers following a sale and/or listing. This is a super benefit - the card comes directly from The Sunshine Kids to the buyer and seller and it credits the sales professional and your company for their efforts and contribution.

Other Possible Meeting Activities

- As part of the meeting, you might ask for sales professional input, e.g., "Would you like to help? Would you like to help and at the same time generate business for yourself? Do you think your sellers would like the program?"
- How can we use this to increase business and generate buyer loyalty?"
- Have a flip chart handy to list ideas.

Sales Meeting Follow-Up

- At subsequent meetings announce results (number of "Sunshine Kids" listings and dollars raised) and ask the group to share success stories or interesting ideas.

Some things to consider...

- Setting a goal for the number of "Sunshine Kids" listings, with a pacing chart to track how the group is doing.
- A 50/50 Raffle at a Sales Meeting with proceeds going to The Sunshine Kids (where permitted by state law).





SUNSHINE KIDS™ CONTRIBUTION NOTIFICATION FORM

Please fill in the appropriate information requested below.
(Seller information can be sent at the time of listing and another form sent once sold, or at the same time.)
Personalized cards showing our appreciation will be sent out on a timely basis.

Thank you very much.

Office Name _____

Broker Name _____

Agent Name _____

Office Address _____

City _____ State _____ Zip _____

Email Address _____

Seller's Name _____

Address _____

City _____ State _____ Zip _____

Buyer's Name (optional) _____

Address _____

City _____ State _____ Zip _____

Contribution Amount \$ _____

Please send a copy of this form and donation to:

The Sunshine Kids
2814 Virginia, Houston, Texas 77098
(713) 524-1264

The Sunshine Kids would like to express our appreciation to you for your generous donation to The Sunshine Kids Foundation. Your support will help provide positive and exciting activities for children with cancer.

Thank you.



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