



How to pre-sell tickets

- 1) Ask for help. Recruit three sales managers from your organization.
- 2) Print tickets on card stock. Use your own computer's printer, Kinko's, or another print shop. When printing tickets, protect yourself by stating the times of the fundraiser and add the line **"or until the food runs out."**



Sample Ticket

See our website to
download ticket templates.

- 3) Consider your sales goal and what it will take to reach it.

EXAMPLES

- 25 team members x 12 tickets = 300 dinners
- 50 team members x 12 tickets = 600 dinners
- 75 team members x 12 tickets = 900 dinners
- 100 team members x 12 tickets = 1200 dinners

Combine your JV and Varsity teams or other levels to maximize your sales.

- 4) Each of your 3 sales managers are responsible for one third of the team members.
- 5) Organize a team members fundraiser meeting. Post the meeting info on team bulletin board, through email, or a flier that team members can take home. At the meeting, explain the importance of the fundraiser to your organization. Create a door prize for the person who sells the most tickets!
- 6) The sales managers should make two follow-up phone calls to each team member during the two week sales period. Ask if they need any help or advice on how to sell tickets. The last call should be made three days before the final turn-in date.
- 7) Have the lead sales manager call Sticky Lips four to five days before the event with presale numbers. These numbers will help give us an idea how much food to purchase and prepare.
- 8) Final turn-in date: designate a day to collect money from your team members. This should be three to four days prior to the event.