

Fund Raising: Extend Your Sales and Help Others

By Marcella Hull

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Marcella Hull
hull@midmo.net

Cash Promotions <http://www.cashpromotions.com>

If you've read many business ezines (and who hasn't?) you've probably seen dozens of articles on how to use affiliate and reseller systems. These systems are great because they allow a small business person to have the equivalent of a sales force without having to hire a lot of employees. If you have the right product, you can take this concept to a new level -- you can utilize fund-raisers.

Many schools, churches, and other organizations are looking to find ways of making money. By connecting and partnering with these organizations, you can create a relationship that will be profitable to everyone involved. Here are just a couple of the great advantages of getting involved in fund-raising:

- 1) You can recruit a large number of sellers at once. The great thing about organizations is that they are already united in a common cause. Unlike an affiliate or reseller program, which recruits one person at a time, you can have hundreds of people selling your product almost at once.
- 2) Fund-raisers are highly motivated. Have you ever seen kids selling candy in order to go on a trip? They're relentless! Because you are working for a good cause, fund-raisers often have a level of enthusiasm that can't be matched by regular salespeople.
- 3) You are doing something for your community. This is REALLY the most important thing -- by helping organizations raise money, you are helping them to succeed. This might mean a little financial sacrifice on your part (i.e. don't be stingy on the commissions!) but the satisfaction you will get by helping out your school or church will more than make up for it!

A lot of people think that business can be cold and impersonal, only concerned with profits. Fortunately, this doesn't have to be the case. One way that you can avoid this pitfall is to search for ways to help those around you with your business. Becoming a part of a fund-raiser is one great way to get involved.

Author Marcella Hull is a representative for Nutrition and Kids, which produces "You Beat the Doc Jr," a great CD-ROM game that teaches kids about good nutrition. To find out more about "You Beat the Doc Jr" or the fund-raising opportunities associated with it, please visit

<http://www.cashpromotions.com/mh.fundraiser.htm>

Marcella can be reached at <mailto:hull@midmo.net>

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