

HOLDING CONTESTS AND INCENTIVES

TO GET FAMILIES STARTED AND BOOST PARTICIPATION

When you're trying to boost family participation in your scrip program, nothing works quite like contests and incentives. It can be hard to get started as a family fundraising, but the chance to win or earn something can be the push a family needs to place their first order.

Some coordinators have given their two cents on boosting morale with contests and incentives!

Cindy V.: Sign Up and Have a Chance to Win

A new family would sign up and receive an entry to win a \$100 gift card of their choice for creating a ShopWithScrip account. They'd get another entry if they signed up for PrestoPay as well.

Veteran scrip families could also get in on the action. During the month, every \$100 in orders that they placed gave them an entry into the drawing.

Duration: One Month

Communications: She sent out a flyer with the information

Meaghan B.: Sign Up and Get Rewarded

Whenever a family signs up to order online, Meaghan would give them a \$5 reloadable gift card. Not only did this reward them for getting signed up, but they also could continue to earn by reloading their card, learning a valuable bonus of scrip fundraising.

From Meaghan: "Small expense with a great return – every family that has signed up for online shopping has exceeded our annual purchase requirement, even families that struggled to make it in previous years."

Duration: Ongoing

Communications: Not Applicable

Kristi M.: Scrip Stock Up Contest

Start a contest between classes wherein the class with the highest scrip sales gets an ice cream sundae or pizza party. If a family has several kids at the school, their order gets split between the different classes.

Kristi's organization brought in \$40k in sales during one of these contests before school let out for the summer, and brought in \$114k in sales around Christmas.

Duration: One Month

Communication: She sent home a flyer with the order form. Encouraged organization members to reach out to family and friends.

Other Options:

Referral Program: Word of mouth is still the best way to share scrip. Create a referral program that nurtures this! If an existing family brings in a new family, and the new family places an order, the existing family gets rewarded with a \$5 gift card.

Give Away More Than a Gift Card: Want to give more than one gift card during a contest? Gather smaller gifts that don't cost a lot, like mini sharpies people can use to keep track of gift card balances, and reusable shopping bags that they'll use for years.

Broaden Their Scrip Horizons: Get families shopping for different categories of scrip by entering them into drawings when they've reached a threshold for a certain category. This is a good way to show them how to use scrip depending on the season too. For example: Around Spring Break, start a drawing where if they buy \$100 in travel gift cards, they're entered to win a \$50 gift card!