

# FUND RAISERS

comfort sells and will raise money

## Why Handi-Handle

### RAISES MONEY FAST

Your organization can raise thousands of dollars in just a few days . The concept is to offer Handi-Handle at a variety of shopping environments . Supermarket and malls are good ones to start with. Multiple locations allow you to focus on the high traffic areas and a variety of demographics.

### HANDI-HANDLE IS FUNCTIONAL

When raising funds you want to offer people something not only useful but that will be remembered. You want the recipient to be continually reminded of the cause. Handi-Handle has a very high impression value. Even if forgotten when shopping the recipient will remember the handle and where they relieved it as bags get heavy and put pressure on the fingers. Your organization will have repetitive long term exposure.

### GOODWILL

Offering something to people which solves a problem creates goodwill. The pressure put on the fingers while carrying bags or paint cans is common complaint. Handi-Handle relieve some of this pressure and make it easier for the recipient .

## Where to sell

**Supermarkets** are where you have an immediate understanding of the product and its use. One of the top complaints of supermarket customers is the stress plastic bags put on fingers. The second is bags are not rigid and items often fall out of the them when in the car. Handi-Handle solves both these problems and the store management will understand this and embrace any fund raising which will introduce Handi-Handle to there customers.

**Malls** are another area of high traffic flow which means you can raise money quickly. A good location to set up your stand is in or around the food court area. The food court is a place were the customer will have time to learn about the product and will see an immediate connection to its function when sitting down to eat. The bags will stay together making them easy to keep track of and reduce the chance theft.

## How to sell

**LOCATION** : Look to get near the self check out area of a super market and the food court or information booth when in a mall environment . These areas have the highest traffic flow.

### DISPLAY

The best display is one that you can show how the Handi-Handle is used. Take a gallon of water in a bag with and without a grip attached. Have customers try how each one feels , this will be your best sales pitch.

## CO-OP

This is a great feature of Handi-Handle. With two imprintable sides it offers great potential to include another advertiser or more. Your organization or charity has many other contributors who might like to purchase the second side offsetting some of the cost of the program. We suggest looking at local newspapers and radio stations as CO-OP partners .

