

Ideas to Promote Scrip Sales to Increase Profits

A NEW Scrip Marketing Strategies Book will be out later this fall!

We also still have a few older Scrip Marketing Books left from several years ago that you can request a copy of when you are in our office.

Here are a few catchy ideas to help you think of other things.

1. Purchase a banner for your school or group---it can be generic or personalize for you---see banner info order sheet on this website
2. A direct mailing or send-home packet of all scrip information
3. Put special start-up information in Back-to-School Packets
4. Set up a Scrip table at special school/group events such as:
 - Class/Group Programs
 - Band, Choir, Theater programs
 - Back-to-School Nights
 - Parent Conference Days
 - Carnivals, Field Days
 - Sports Events
 - School Registration
 - After Sundry church service
5. Telephone campaigns via Telephone Trees to remind customers of order day
6. Posters at school, group office, or each classroom
7. Encourage neighbors, grandparents, other friends to order from you
8. Bumper stickers, magnets, jar lids, calendars and other marketing items
9. Visit a school staff meeting to present to teachers or group leaders to explain the program
10. Make a big "Thermometer" of profit progress and post it in a highly visible place
11. Have Ribbons made for Scrip Team "I Buy Scrip to Support our School!"
12. Talk to businesses near your school and encourage them to purchase scrip for their employees (like at Thanksgiving, Holiday Day, etc.)
13. Attach a little prize to each scrip order for the kids ---like gum, candy, pencil, eraser, or note that says Thank You for taking the order home and helping with the scrip program
14. Have the teachers or students in the classes set a goal for what they want in their classroom---like new books, a globe, a field trip, special art supplies, or game boards, etc.---then they try to reach their goals.
15. Put reminder flyers in the kid's lunch boxes before they leave the cafeteria
16. For each student turning in an order they will get a ticket. At the end of the 2-3 week campaign, the winning ticket from each class will get to Help the Principal for the Day---or get to toss a whipped cream pie in his/her face, or dunked into a pool (get the principal to come up with a suggestion!)
17. Translate all scrip information in other languages that are represented at your school
18. For each order turned in students get a ticket for a chance on drawing a prize (get things donated)
19. Contests work great! For each class that has the most orders by percentage will get a popcorn party!
20. If you purchase scrip at the Scrip Booth at the school carnival, you will get 3-5 extra tickets for the game booths
21. For everyone that turns in an order from their own family PLUS an order from a friend, neighbor, or grandparent, then the students that turns in the orders gets a special treat or name added for a drawing
22. Make a paper Scrip Chain---for every order each week add one link to the paper chain. Make it a contest between the grade level and see who had the longest chain at the end of one month. Do it by month or the whole year. Put it in a conspicuous spot for all the students, staff, and visitors to see---green for 6th graders, blue or 5th, yellow or 3rd, etc. or make one long chain representing the whole school!
23. For the families who ordered \$5000 or more in scrip by the end of the year, print their names in the school newsletter and give them a token of some kind
24. Create special "Teacher Accounts" so that what profit they make from their personal orders can be reimbursed
25. Send home lots of flyers with students to remind parents to purchase for holidays and special events