

# FUNDRAISING IDEAS

For Schools & Non-Profits

Advertising  
In Motion® L.L.C.

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## For Schools:

The Explorer Backpacks make great fundraising items for their utility and popularity. Whether it's for the band, sports team, club, or the PTA, the backpack is a popular item that anyone can use. In this case, it's possible to sell multitudes of backpacks to the same group or family because everyone wants their own.

Plus, from a profitability perspective, their very attractive purchase price means a school can earn 2-3 times their investment for their cause. Best of all, backpacks are fun to sell and more novel than the traditional food items many schools have sold for years. With their dual reflective stripes, the school can also promote their safety value.

The Big Thunder grocery style tote is another popular fundraising item. Already widely known from visits to the grocery store, this large bottom tote is also great elsewhere – at the pool, the park, the beach, or little league. And because they're so versatile, no one buys just one tote! Making it even more attractive, students have the benefit of selling a "known" item and one that also promotes being eco-friendly. The Big Thunder contains recycled content, is reusable and is 100% recyclable.

Some schools have added to this concept by combining several bags together to sell a coordinated set. The Big Thunder and Therm-O-Tote (an insulated version of the Big Thunder), for example, are companion items and selling the set makes great sense by providing one tote for standard items and another for perishable ones. Plus, the higher perceived value of companions sets often garner a proportionately higher selling price, earning more for the school.

Totes can also contribute to a school's ongoing fundraising efforts by being part of its School Store. Students and family members can have access to these totes any time during the year and the profits contribute to the school's budget. Other popular totes used by school stores include our Celebration Totes, Thunderbolt Tote, and Eternal Tote.

Finally, many schools have turned to local businesses to "adopt" their school to help with financial needs that aren't in the school's budget. By donating bags to the school, the business gains a broad advertising market while the school eliminates their purchase cost, increasing their budget revenues. Totes are very popular "mobile branding" vehicles for local businesses and offer a low-cost marketing option for them. All of the totes mentioned above are proven fundraising items for the school and advertising vehicles for the sponsoring businesses.

## For Non-Profits:

The Eternal Tote is especially effective for non-profit membership drives. In a case like PBS television, the tote is a gift to any donor who pledges a specified contribution. Many non-profits also use the tote as an enrollment gift with a new membership, or even a renewal. Some non-profits, particularly those supporting environmental initiatives, leverage the tote's eco-friendly characteristics. The Eternal Tote is made from 85% recycled PET water bottles and is 100% recyclable.

Totes make great fundraising items for non-profits and charities because they're so versatile, functional, often non-gender specific, and provide an unparalleled mobile branding opportunity as the bag travels the community during its use. This last point is particularly valuable to a charity's corporate sponsors.

Charities and non-profits often use totes to thank volunteers, donors, and staff for their contributions and the totes provide marketing value for their reusability and repeated use. Specific totes like our Celebration Totes, Thunderbolt Tote, and Nautical Totes offer large imprint areas that truly showcase their important messages.



Explorer



Big Thunder



Therm-O-Tote



Celebration



Thunderbolt



Eternal



Nautical

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