

# Succeed with your candle fundraiser

You're all set! Now it's time to get selling and smash your fundraising target. Here are some top tips to help your group maximize success.

## 1. SET YOUR SELLING PRICE & GET EVERYONE INVOLVED

Our recommended selling price is £15, but it's completely up to you! Many groups find that people are happy to pay more when they know it's for a good cause.

Encourage teamwork! Every member has a number of candles to sell. Support each other, share ideas, and keep motivation high.

## 2. GET CREATIVE & HAVE FUN!

Start close – Sell to family, friends, and neighbours first—they're the most likely to support your cause.

Spread the word – Share photos and your fundraising story on social media. A heartfelt post explaining why you're fundraising can go a long way!

Be enthusiastic and clear about why you're fundraising & remind buyers they get a beautiful candle while supporting a great cause!

## 3. KEEP YOUR GOAL IN SIGHT!

Every candle counts! Remind your team why you're doing this—whether it's a trip, camp, or community project, your hard work will pay off!

Set a sales deadline – A time limit keeps momentum high and helps everyone stay focused.

Teamwork matters! If someone is struggling, work together to help them sell their candles.

## 4. NEED HELP? WE'RE HERE!

If you have any questions or find selling tricky, don't hesitate to reach out!

Contact Anna at [anna.grice@collectivesales.co.uk](mailto:anna.grice@collectivesales.co.uk) for support and selling tips.

**Thank you for choosing Collective Sales for your fundraiser! We can't wait to hear about your success.**

Engage with us on Instagram! Share pictures of your fundraiser and tag us. **@collectivesales.uk**

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## 5. FINAL PUSH – SELL EVERY CANDLE!

Last-minute sales push? Try a countdown, "Only 3 days left to grab your candle!"

Celebrate your success! Keep everyone motivated and excited as you get closer to your target.

Remind supporters: Candles make amazing gifts for any occasion!