

## There are as many ways to use My Skoobi notebooks as there are worthy causes to support.

These ideas will get you started... you, your supporters, members, and beneficiaries will have great ideas too. Remember, My Skoobi notebooks are printed on demand. So you can publish just a few up front, take orders for more, and then place a larger order for the exact amount you need. Sell online too!

### **STRATEGY: The first decision is what to sell.**

- 1) A Product: Notebooks already designed (for example, by your club or an artist you hired), or
- 2) A Service: Publish notebooks your customers have designed themselves.

Option 1 is simpler; option 2 can generate more profit because you can charge for the full service *and* mark up the price of the notebook. (Or, do both: sell your own pre-made designs to customers who prefer cash and carry, and offer a premium service for those who are inspired to create their own notebooks.)

### **TACTICS to consider:**

IF you are raising funds for causes that **support communities and children in need:**

- Use art created by the children who will benefit from the funds you raise.
- Partner with a local grocery retailer or other community business, put their logo on the notebook (have a child draw their logo in crayon for a special touch), and sell them at the counter.

IF you are raising funds for your **school:**

- Have a contest, and publish winning designs on notebooks sold to all the students in the school.
- Use the school crest or motto, a photograph or painting of your school, and sell alongside school branded apparel (one size fits all, and more affordable for some students).
- Set up a table with art supplies at a school event such as a fun fair or open house, so people can make art right there for their own custom notebooks (works great at Christmas – ask a local art supply store to donate the supplies).
- Ask famous school alumni and community heroes to donate designs for the school to use.
- Sell making a custom “set” as a silent auction item.

IF you are raising funds for a **hospital:**

- Use art designed by your patients.
- Sell in the hospital gift shop and online. Patients’ families can participate by selling to their networks.
- Ask local sport heroes, artists, and celebrities to make drawings for you to sell as limited edition notebooks (auction the original art as well, have the notebooks autographed).

IF you are raising funds to support **animals, sheltered or endangered:**

- Use photographs or drawings of the animals, and tell their story in words on the back.

