
Shallow Review of Sales Fundraising



The idea behind sales fundraising is the the nonprofit/ charity sells a good at some sort of markup e.g. buying a chocolate bar for \$1 and selling it for \$2. We have already covered joining an existing scheme in another report so this report is mainly regarding setting up your own system via partnering with a company.

Overall this idea was a bit of a non-starter. The only revenue numbers I could find where very low (below minimum wage) even on high markup products. This makes sales fundraising seem only really conducive to large charities with many members or volunteers (e.g. girl scouts). It also makes it seem dominated by other approaches such as door to door solicitations (which would yield both more long and short term funding).

This area does not seem conducive to Charity Science or other effective charities and although further research might turn up other interesting information it does not seem worth prioritizing at this time.

References

1. <http://www.guelphmercury.com/news-story/2682512-unwrapping-a-charity-s-chocolate-bar-kare-for-kids-president-says-controversial-agency-benefits-all/>
2. <https://www.hersheys.com/fundraising/seller-tips/getting-started.asp>
3. <http://www.cbc.ca/news/canada/montreal/montreal-company-linked-to-commissioned-marketers-selling-products-for-charity-1.2989763>

