



# PROMOTION IDEAS

Lend your support to The Sunshine Kids Foundation and raise both community awareness and your image as a sales professional who cares about more than just the next sale.

## SILENT AUCTION

**Take an energetic broker and a willing staff of sales associates who want to help The Sunshine Kids and you're already on your way to an amazing, unforgettable charity event!**

### **Here's how it works...**

First, get your sales associates together and outline exactly what needs to happen to make your event a fundraising win. Breaking down a large event into smaller, manageable pieces will ensure everyone not only takes responsibility for its success but also that every necessary task gets done. During your planning meeting, set a conservative fundraising goal so your team won't stress out about reaching it.

Next, contact friends, family and colleagues who might be interested in attending the event, or even actively participating through donations or sponsorships. Handwritten letters work well and add a personal touch to your event outreach but remember the power of social media, too! Instagram, Facebook, Twitter, Snapchat and LinkedIn posts can help drive awareness about The Sunshine Kids and raise funds for your event. Create a custom graphic and customizable message your sales associates and participants can share on social media. Remember to include the mission of The Sunshine Kids in all marketing pieces to remind your audience about the special cause your event will directly benefit.

Next, generate free publicity by sending a press release to your local newspaper, contacting local radio stations and reaching out to community publications that share information about local happenings. When contacting these media outlets, remember to always research the reporter who would be your best contact—the information is readily available online—instead of sending the press release to a generic email. Invite the media to the event and if possible, hire a professional photographer to snap high-resolution photos you can send to your press contacts and use later to share the fun times had by all! Of course, the additional publicity will help spread the message of The Sunshine Kids and generate money for the organization but it will also position your office as an altruistic, caring, community-oriented place where agents not only work hard for their clients but for also for the greater good of those in need.



## THE GOLF TOURNAMENT

**If there are people in your local community who are always golfing on the green, then encourage them to raise some green for The Sunshine Kids while playing a sport they love!**

### **Tee-up this one...**

First, your sales associates need to target all of their acquaintances, title companies and vendors who have done business with the company. Then, develop a “kit” that can be sent to all prospective participants, either digitally as a PDF or in print as a mailer. This kit should contain a letter describing the tournament, the mission of The Sunshine Kids and details about the event, how to register and how to become a sponsor for the tournament. The program sponsorships could be broken down into Gold, Silver and Bronze levels, for donations of \$1,000, \$500 and \$250, respectively. The sponsorships can include varying amounts of ad space in the program; signage on the golf course and tennis pavilion, as well as complimentary entry fees; or an opportunity to place a promotional gift in player entry bags. The sponsors should also, receive recognition at the awards ceremony (if you plan to have one) that follows the tournament. To generate interest as well as publicity for the event, post about it on social media and send a press release to your local media contacts. If you keep your eye on the ball, it'll be easy to create an event that's a hole-in-one hit for The Sunshine Kids.

## FUN-RUN / WALK

### **Fun under the sun for a 5K run!**

#### **Here's how it works...**

The idea is simple: First decide on where to hold your event such as a local area park, high school stadium or along a river. A permit may be required depending on where you hold your proposed event. You will then need to make up a letter or fliers asking for people to sign up for \$25 or more to run or walk. Next, once you have participants, encourage them to solicit pledges from their friends, family and colleagues. Create custom t-shirts for all participants to get them excited about registration! Contact your vendors for sponsorship and offer them advertisement on the shirts to help lower the cost of the shirts and show participants how many local businesses care about The Sunshine Kids!

## BOWL-A-THON

### **A fun, interactive event right up your alley...**

A bowling tournament is a great way of getting your sales associates and sponsors together for a day of friendly competition. Name your event something funny—there are plenty of bowling puns you can roll around—and together with your planning committee, find a bowling alley in a convenient location willing to host your event. Make sure to find out how many lanes will be available for your use, which usually depends on the size of the bowling facility, before you lock down a location. The next step is to sell tickets for teams; a fair price would be something like \$250.00 per team. You may also include a silent auction and raffle by reaching out to vendors and business owners who would be willing to donate items. Promote your event with fun fliers, create a Facebook event and encourage your planning team to invite their friends and post often on social media to remind participants this is an event that'll bowl them over...with fun.



## PLEDGE \$10 PER TRANSACTION

**The simplest ideas are usually the best, and this fundraiser is a perfect example: Ask your vendors if they'd be willing to donate \$10 from each sale to The Sunshine Kids.**

### **Here's how you do it:**

Compile a company-wide list of all the vendors your sales professionals work with from title and mortgage companies, termite treatment companies, banks and attorneys to the more unique like garbage collectors. To secure the donors, ask each sales associate to send a letter or email to the vendors they deal with and follow-up with a telephone call. The vendors will most likely be willing to help, since you are only asking for \$10 per sale or transaction. Start the campaign at the beginning of the month, and by the end of the month, the checks will be rolling in. But it doesn't end there. To generate exposure for your fundraising and to thank the vendors, create a post on Facebook and Instagram, tagging all participating companies, and distribute a press release about the program, which will include a list of vendors that are donating to The Sunshine Kids.

## YARD SALE

**This is a great and simple way to get your community to raise money for The Sunshine Kids.**

### **The step-by-step...**

1. Find a location to have your yard sale—a shopping mall, community center or your company headquarters.
2. Ask your sales associates, clients, friends and vendors to donate items for the event.
3. Select a date(s) on a payroll weekend. Don't forget a rain date if your sale is outside.
4. Alert local media via email or phone calls in case they'd like to cover the event.
5. Make and post directional signs so attendees know exactly where to go. (Don't forget to pick up your signs after your sale.)
6. Post an event recap on all social media platforms.

## 50/50 RAFFLE

**Why not hold a 50/50 raffle at your weekly sales meeting?**

### **The idea is simple...**

Select a coordinator who will be responsible for selling raffle tickets and collecting the money. Tickets should be sold prior to sales meetings. At the end of each meeting, this person will ask one of the sales associates to draw the name of the lucky winner. The winner will receive 1/2 of the money collected from ticket sales that week and the remaining 1/2 will be donated to The Sunshine Kids. Once the sales associates see how easy, fun and exciting it can be to win one half of the money collected from ticket sales, they will want to put more money in. The more tickets that are sold, the more money for The Sunshine Kids! (Check with state laws to ensure a 50/50 raffle is permitted.)



## COMMUNITY SAFE SHREDDING EVENT

**With identity theft on the rise, why not offer your community a reliable, confidential way to destroy documents while supporting The Sunshine Kids?**

### Here is what you do:

Pick a date (suggest a Saturday) and give yourself at least two month's lead time. It's all about PROMOTION! Ask all your agents to invite their clients, friends and family by using eCards, post cards, personal notes, calls and social media. Contact your local newspaper and community bulletin board—get them to post information about the event. Put up a large poster in your office (where possible) and ask agents to distribute smaller ones to local businesses. On the day of the event set up a donation table and decorate an outdoor space near your office—perhaps the parking lot—with The Sunshine Kids pins, brochures and balloons. Let attendees know the shredding is free but provide a suggested donation; you'll find people are more generous when there's no fixed fee. Organize office volunteers to work the table, direct traffic and help people unload their cars. It may seem like an out-of-the-box idea but your community will be thankful to get rid of private documents in a safe—and charitable—way!

## SOCIAL MEDIA

### Facebook Fundraisers for the Sunshine Kids!

Host a Facebook Fundraiser for the Sunshine Kids Foundation to celebrate your birthday, anniversary or your fundraising event and raise money for Kids with Cancer!

- Create a Fundraiser. Be sure to add your company name so your office can receive the credit for fundraiser
- Facebook fundraisers make it easy to support friends, family and the causes that are important to you
- Quickly spread your story to build momentum and raise more money

**THESE ARE JUST A FEW IDEAS THAT HAVE WORKED FOR OTHERS...AND CAN WORK FOR YOU. BE CREATIVE. DEVELOP YOUR OWN PROMOTION CONCEPTS. TAKE ADVANTAGE OF OPPORTUNITIES THAT ARE UNIQUE TO YOUR MARKET. SHARE YOUR IDEAS.**





## **KICK-OFF SALES MEETING AGENDA: THE SUNSHINE KIDS SALES PROMOTION**

**Here are some suggestions for a meeting that will introduce the program to your office, and at the same time, have dramatic impact.**

### **Before the Meeting**

- Call the Sunshine Kids Foundation's National Office at (713) 524-1264 to share ideas and answer any questions you have about the organization. Taking this step will give the very best overview of what tools are available for you to use; peer to peer fundraising platforms, logos, advertising, approved photos, event representation on the Sunshine Kids website, promotional items including Sunshine Kids pins, brochures and balloons, etc...

### **The Meeting**

- Start The Sunshine Kids portion of the meeting by introducing the organization's vision and mission.
- Go through The Sunshine Kids Sales Promotion program and explain how it works.
- Explain to sales associates that the program can be used with current as well as new listings.
- There's nothing to prevent a sales professional from visiting current sellers and converting their listings to the Sales Promotion program. It's an excellent way to increase communication between sales associates and sellers, too.
- Be sure to tell sales associates about the follow-up campaign, which includes the Ecards that will be sent to buyers and sellers following a sale and/or listing. This is a super benefit - the card comes directly from The Sunshine Kids to the buyer and seller and it credits the sales professional and your company for their efforts and contribution.

### **Sales Meeting Follow-Up**

- At subsequent meetings announce results—the number of listings in The Sunshine Kids Sales Promotion program and total dollar amount raised—and ask the group to share success stories or interesting ideas.

### **Some things to consider...**

- Setting an annual goal for the number of listings or total amount raised for The Sunshine Kids Promotion, with a pacing chart to track how the group is doing.



## CONTRIBUTION NOTIFICATION FORM

Please fill in the appropriate information requested below.  
(Seller information can be sent at the time of listing and another form sent once sold, or at the same time.)  
Personalized cards showing our appreciation will be sent out on a timely basis.  
**Thank you very much.**

Office Name \_\_\_\_\_

Broker Name \_\_\_\_\_

Agent Name \_\_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Seller's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Buyer's Name (optional) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Contribution Amount \$ \_\_\_\_\_

**Please send a copy of this form and donation to:**

The Sunshine Kids  
2814 Virginia, Houston, Texas 77098  
(713) 524-1264

The Sunshine Kids would like to express our appreciation to you for your generous donation to The Sunshine Kids Foundation. Your support will help provide positive and exciting activities for children with cancer. Thank you.

**BERKSHIRE HATHAWAY**  
HomeServices



# LISTING PROGRAM

Lend your support to The Sunshine Kids Foundation and raise both community awareness and your image as a sales professional who cares about more than just the next sale.



## SUNSHINE KIDS LISTING PROGRAM

This program is the cornerstone for supporting The Sunshine Kids...it's also the easiest and most comprehensive way to support the Kids.

Here's how it works...

- 1. Support the Sunshine Kids through special advertising in sales presentations and property listings.** The Sunshine Kids branded sign rider offered through the Preferred Supplier Program and marketing materials available on Marketing Resource are great ways to advertise a listing property as a "Sunshine Kids" listing. During a sales presentation explain how members of the Berkshire Hathaway HomeServices network raise funds each year to provide positive group activities and emotional support for children with cancer.
- 2. Donate on behalf of your client.** At the close of a transaction, the sales professional will make a donation of \$20 or more to The Sunshine Kids Foundation on behalf of their client using the Contribution Notification Form.
- 3. Thank your client for making a difference!** The Sunshine Kids Foundation will send a thank you card to the client for donating and supporting their mission to add to the quality of life to children with cancer.

**BERKSHIRE HATHAWAY**  
HomeServices



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Agent Name \_\_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Seller's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Buyer's Name (optional) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Contribution Amount \$ \_\_\_\_\_

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