



## PRESELLING TACTICS

The key to a successful fundraising event is pre-selling your tickets. By pre-selling tickets your organization ensures a hassle free event. And just in case...tickets are always available at the door the day of the event as well.

**Having trouble with preselling tickets? Feel free to contact our support staff for more information (217) 347-3474 or [info@CountryRhodes.com](mailto:info@CountryRhodes.com)**

### PRE-SELLING TACTICS & GETTING PEOPLE IN THE DOOR

- Contest/competitions between groups, classes, students for selling the most tickets.
- Ask local businesses to buy 10 or more tickets and donate them to a local radio station or other place of business for giveaways of 2 tickets each – you get tickets sold and the business gets free advertising.
- Ask people to buy and donate to a food pantry in addition to their purchase.
- Ask each group, class, student, member to be responsible for X number of tickets.
- Provide deliveries in bulk to local factories that have 2<sup>nd</sup> shift. They ask for X number of tickets and then you deliver X number of meals. As an example one group delivered over 100 meals to a local workplace!
- 50/50 drawing during dinner. You can entice people to pay just a few dollars more for bulk tickets (example: 3 raffle tickets for a dollar, or for \$5 they can get as many tickets that can reach from their head to their feet)
- Raffles, silent auctions, bake sales
- Ask a Mobile Book Fair to attend. Country Rhodes can refer one to you.
- Simply ask people to be charitable to your cause. Nothing ventured...nothing gained.

**\*Country Rhodes highly discourages charging more than our ticket prices. Organizations who have done this have a noted lower attendance.**



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