

Activity 3: Perfect Posters and Fabulous Flyers

As well as informing parents and carers, the plan is also to enthuse the pupils and staff. With everyone on your side, your sale is likely to go even better than planned.

Business Success Story

During Science and Engineering Week 2015, hundreds of schools across the country (from Cornwall to Aberdeen) hosted a 'Gadget Shop'. These schools reported massive successes. Largely, this was down to clever marketing strategies. But, in nearly all cases, a flyer or a poster was used to engage their target audience. In the world of technology, one school projected a digital copy of their poster onto the wall whilst pupils were having their lunch: they sold out within 1 hour of opening their stall and had to order additional stock.

Success Criteria

Flyers need to have good content. No, wait... flyers need to have awesome content. Even the best, most eye-catching flyer is worthy only of the bin if the content is wrong. Considering your 'Gadget Shop', what information would you like to share with the teachers and pupils in your school?

- Would you like to include the date, time and location of your stall?
- You could use images to show the experience on offer: the gadgets for sale. Could you use images (found on www.primaryfundraisinghub.co.uk) to enthuse and motivate the pupils? Perhaps you could print them and make a collage of the images at a prominent place within the school.
- How much money are the children allowed to spend? In the past, anything from 50p to £5 has been stipulated.
- Are you keen to ask for volunteers to run the stall? If so, put out a plea on your posters. Who knows, perhaps you'll be inundated with applications. What a perfect opportunity to run a few brief business-like interviews!

Follow Up

Posters and flyers are just one part of a great marketing strategy. Make sure you use 'activity one: awesome assembly' to support the message you're sending through a poster or flyer.

Involving the Pupils

Why not ask your pupils to make personal, in-house posters and flyers for your school. If children design your posters, they're more likely to be enthused about your sale.

Resources

Use the posters available on our website to promote your Gadget Shop today: www.primaryfundraisinghub.co.uk.