

SpiralWishingWells



Event Strategy

How to Maximize Event Income

How to Maximize Event Income with Spiral Wishing Wells

With a little planning and some effective strategy, you can dramatically increase the total income at your event. The following suggestions include the most effective techniques gathered from many successful events over the years.

Advance Notice: Send out advance notice encouraging people to bring all the coins from home...including the coins collecting in jars, on dressers, and under cushions (children love the adventure of hunting for coins). The average American home has over \$50 worth of coins, and many people have more than that just waiting for the encouragement to donate it! Many people have been collecting coins with the plan that "someday" they will cash it in. Encourage them to bring it to the event and donate it...and save all the hassle of counting and wrapping it!!!



Priming: Have someone available to "prime" the Well by dropping in quarters whenever there is a lull in the action. Demonstrating quarters will promote quarters. But don't make the mistake of handing coins to the kids. Let their parents do that!



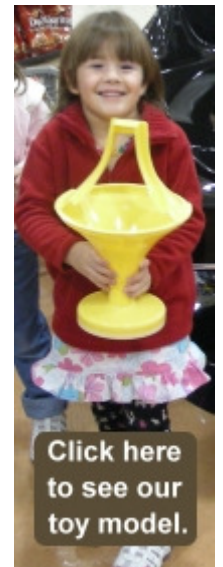
Announcements: During the event, encourage the person with the microphone to occasionally remind people to have fun tossing coins into the Spiral Wishing Well.

Skill: Encourage the "Test Your Skill" game of tossing in coins without using the ramps. A "demonstrator" person can show people how to do it, and then they will experiment with their own coins.

Cup of coins for a dollar: Offer a couple dollars worth of coins for a \$1 donation. In other words, scoop out a cup of coins from inside the Well in exchange for a \$1 bill dropped into the Well. You just keep recycling the coins while adding dollar bills to the total. We've done this at events where we have brought in up to \$300 worth of bills in one hour. CAUTION: Do not dump coins into the launch ramps. They are designed

to handle 2 or 3 coins at a time. If they get jammed, have a short piece of stiff wire that you can stick up under the slot to dislodge them.

Free Mini-Wells: Give away mini-well Vortex® toy banks for a "\$25 or more donation". People are having fun watching coins in the large Well, and it is a perfect time to offer the toy. As a piggy bank, it encourages saving money, and makes a great birthday or Christmas gift. But it also demonstrates science and makes a great show-and-tell item for school. They retail for \$25 plus \$10 shipping from the our website, so offering them for a "\$25 or more donation" is a great deal for those attending your event. Your cost is \$11 or \$15, so you can multiply your event income dramatically with this option. Read more about this extraordinary source of income at www.spiralwishingwells.com/prices/free-toy.html.



Toy Demo: If you offer the toy banks, be sure to have some children "demonstrating" the toys, especially the "coin limbo" game and high-speed spinning. Let other kids try it. They will get hooked! For more information and a YouTube video clip about the toys, go to www.spiralwishingwells.com/toy.

Prizes: Get some prizes donated for "whoever brings the most coins". One group got someone to put up a bicycle. Another provided a television set. Obviously, if you get those kinds of prizes, you can promote them ahead of time and motivate people to bring even more money. The challenge with this kind of promotion is the ability to count the coins. There are some inexpensive coin counters available. Search Google for "coin counter" or "coin sorter".

For several other examples of what people have done at promoted events with great success, including how the current one-day record was set, please go to www.spiralwishingwells.com/prices/promotions.html.