



sam's club 

10 Tips for a winning concession stand.

With a bit of planning and some fun tips, you can create a winning experience at your next fundraiser—no matter what that looks like this year.

1. Convenience is key.

Want to maximize your profit? Prepackaged chocolates and candies are a sweet choice. Plus, they make setup easy, require minimal equipment and create simple transactions.

2. Keep lines minimal.

Shorter lines and happy customers are key for keeping your concessions game strong. Come up with an efficient system of taking payment and prepping orders. Not only will this keep lines moving, but it makes it simpler for customers to social distance. A win-win!

3. Reduced waste = cost savings.

Prepackaged candy is the MVP of minimizing waste and saving some dough. Prepackaged items have a long shelf life, giving you time to figure out what sells best. Have extras after the fun is done? Save it for the next fundraising opportunity.

4. Location, location, location.

Time to think like a fan. Map out some locations that are convenient to access when people are ready for a quick snack.

5. It's promo time.

You have a plan, now promote your stand! Get creative with your marketing and try to reach customers through different advertising methods. Flyers and announcer boards are great ways to put your stand in the spotlight. Group texts and social media posts are perfect if contact-free, digital promotions are your thing.

6. Simplicity, for the win.

Maximize earnings and efficiency by pricing items in easy-to-process dollar and quarter amounts (\$1, \$2.50, etc.), post prices on easy-to-read menu boards and keep the number of items you offer manageable. It all adds up to a seamless day of sales.

7. Spirit on display.

Deck out your concession stand with your school or team colors and mascot. Remind people what they are supporting with every purchase.

8. Build a winning team.

A successful stand takes some dedication and teamwork. To create fun and efficiency, add enthusiastic volunteers and safety precautions to your list, like social distancing and masks. Determine the shifts needed and start an email list or electronic signup sheet to build your team.

9. Keep it tidy.

If there are specific cleaning instructions from the facility, follow them. Wipe down and disinfect tables, throw out trash and pack everything up. Remember to pick up any trash that was left behind. The goal is to leave the space as spotless as you found it.

10. Have FUN.

What's even better than selling? Smiles. And those are sure to happen if you bring friendliness and great customer service to your stand. All of these tips will help create a positive, exciting experience for everyone involved. Good luck!