

PROMOTION

VS.

SALES GUIDE

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Promotion vs. Sales Guide

Use this document as a guide to determine if one is following the correct protocol in one's promotion or selling habits.



DEFINITIONS:

Promotion- an activity that encourages involvement or attention to a particular cause, venture, or aim

Sales- the exchange of a product or service for money

COMMON MISCONCEPTION:

People often interchange the two words of promotion and sales. This is due to the fact that promotion could definitely lead to sales.

However, these words/actions used interchangeably are incorrect and should not be done.

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CLUB LEVEL

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Promotion:

On the club level the club can promote various things such as service projects, fundraisers, t-shirt orders, etc. Promotion is a good thing and the options are limitless. Basically, promotion is marketing. It is the staging and advertising of products and services in order to persuade others to purchase the service/product. Overall, REMEMBER that promotion doesn't force others to purchase and it does not deal with money.

~~SALES~~ = FUNDRAISING

*The word "sales" is often used when we actually mean to say "fundraising". Remember that when one is fundraising for a cause it's better to say we're fundraising *blank*, instead of we're selling *blank*.



Sales:

On the club level sales do take place. For instance, sales include T-Shirt sales at the beginning of the year for new members. However, not every time a club has an intake in money, means it's a sale. Clubs could receive money in the form of a donation, which is not a sale. Also, clubs could be handling money when fundraising for a cause such as the ELIMINATE project. An example is if a club has a bake sale, they would actually be fundraising.

DIVISION/DISTRICT LEVEL

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WITHIN A DIVISION:
Within one's division promotion should be happening all of the time. Sales can be seen through t-shirt orders. However, many sales should not be available on the division level.



AMONG DIFFERENT DIVISIONS:
No sales at all should be taking place between separate divisions. There should be no advertising to purchase items from another division. However, it is permissible to make a donation to another division's fundraiser/cause.

WITHIN THE DISTRICT:

Within the District there are a few sales that do take place. During District Convention members are able to purchase various Key Club supplies/items. However, it should be remembered that divisions are not allowed to conduct sales with one another.

REMEMBER:

Promotion of items and donations are always allowed.

