

## “Easy Fundraising Ideas”

Sale Begins: 9/15/09    Sale Ends: 10/13/09

All Order Forms and checks are to be handed to Maria Brown at the Booster Parent Meeting on Tuesday, October 13<sup>th</sup> in the Band Room (7 pm) or in the band box by October 13<sup>th</sup>.

### **Why Home Delivery Cookie Dough Fundraising?**

Cookie Dough Fundraising is one of the best fundraising options around. Groups find selling tubs and boxes of cookie dough is easy because so many people enjoy freshly baked cookies.

There were only two complaints about traditional frozen cookie dough fundraising: 1) You could only sell to people that lived close; 2) Delivery day was a little stressful.

Our new program provides the best of all worlds:

- You take orders for the best selling tubs of cookie dough
- Instead of delivering tubs of cookie dough you give your customers an eCoupon they can redeem for a tub of any flavor cookie dough
- You can sell to anyone living in the 48 Continental United States
- The Minimum Order is Only 10 Tub

Home Delivery Cookie Dough Fundraisers offer the following benefits:

- **Hassle Free Delivery Day** - Cookie dough fundraisers produce great results but delivery day can be stressful. Home delivery eliminates the need for freezers, product delivery and stress.
- **FREE SHIPPING** - There is no cost for shipping. The cost to deliver the cookie dough to your customer is included in the price. There is no charge to ship your eCoupons to your group.
- **Best Selling Flavors** - Our Home Delivery Frozen Cookie Dough program includes all of the top selling flavors of cookie dough.
- **Only a 10 Tub Minimum** - Unlike a typical frozen cookie dough fundraiser that has relatively large minimum orders our Home Delivery

Cookie Dough Fundraiser has a tiny minimum and no case requirements.

- **Rules:** Cookie dough is shipped within 2 - 4 weeks from redemption date. Orders will not ship during the months of June, July or August due to excessive temperatures. Cookie dough can be shipped to any of the 48 Continental United States. There is no cash value to the eCoupon and the eCoupon has an expiration date for redemption.

## **How Home Delivery Cookie Dough Fund Raising Works:**

1. Call us or Order Online One Home Delivery Cookie Dough brochure per fundraising participant - FREE of charge! (Order forms available by e-mailing Maria Brown )
2. Have members of your group sell tubs of frozen cookie dough to friends and family and collect payment.
3. At the end of your sale gather the order forms and money and tally them all together.
4. Maria Brown will call the supplier with the order.
5. We will send you an eCoupon for each tub you sold. The eCoupon can be redeemed for one tub any flavor cookie dough.
6. Your group keeps the profit (you only pay the cost of the products)

## **7. How much profit will you make on your Frozen Cookie Dough Fundraiser?**

8. Please take a moment to review the profit chart below. It will show you how much money you will make for each tub of cookie dough you sell. As you can see the more tubs you sell the lower your cost per. So you can make up to \$6 profit on each tub of cookie dough sold.
9. When you place your order, Easy Fundraising Ideas will calculate the cost of your order based on the profit percentage you earned. You will pay us that amount of money and keep your profit.

Tubs Sold	Cost Per Tub	Selling Price Per Tub	Profit Per Tub
251 or more	\$10.00	\$16.00	\$6.00
101 to 250	\$11.00	\$16.00	\$5.00
26 to 100	\$12.00	\$16.00	\$4.00
11 to 25	\$12.50	\$16.00	\$3.50
1 to 10	\$13.00	\$16.00	\$3.00

10.

**11. How much do you pay to start a Home Delivery Cookie Dough Fundraiser?**

12. There is no money needed upfront for this fundraiser. We provide free brochures, order forms and cash collection envelopes. You will pay us after you sell your Home Delivery Fundraising Cookie Dough and are placing your order. Then you can use the money you collected to pay for your order.

13. When you place your order, Easy Fundraising Ideas will calculate the cost of your order based on the profit percentage you earned. You will pay us that amount of money and keep your profit.

**14. How do you place your final cookie dough order?**

15. When your sale is complete gather together all of the order forms and money from each group member. Tally all of the order forms together. Some people find it helpful to use a spreadsheet like Excel.

16. When you have your totals you can enter them on the master order form we provided when we sent you your free brochures and fax it to us (682) 518-1616 OR you can simply call us toll free (866) 874-8383 with your order.

17. The great thing about Home Delivery Cookie Dough Fundraisers is that you really don't need to keep track of which flavors were sold. You will receive one eCoupon redeemable for any tub of cookie dough. That tub, once chosen, will be sent directly to the consumer's home or office.

18. Once we receive your order we will enter it in our system and send you an invoice. After reviewing the invoice you can pay by calling with a Visa or Master Card or you can mail us a check or money order along with a copy of your invoice. We do accept

purchase orders from public schools and will release orders upon receipt of a valid purchase order.

**19. When will you get your Cookie Dough eCoupons?**

20. Unlike frozen shipments there is little delay in getting cookie dough eCoupons sent. We will pull your order within a couple of business days and you should receive your order within a week,