

TIPS & IDEAS FOR SUCCESS INDEX:

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Dear Group Leader:

Two of our key goals are **outstanding service** to your group and **high quality and unique products**. Additionally, we are committed to help boost **participation and enthusiasm**. If you are interested, we provide free samples to create interest and enthusiasm and often do kick-off events with free samples to get the fundraiser off on the right foot. We also provide free full color posters to help spread the word and we pay for and provide an Incentive Program to your group participants as follows (**for the sales results of each individual seller**):

Earn one \$15 retail Value Wooden Spoon brand Chocolate Chip cookie dough for every 25 items sold

Please strive to increase participation and sales for your fundraiser through communication and enthusiasm!

Below are websites of interest for inspiration. The fundraising fly blog especially has a lot of great ideas.

Emch Fundraising, LLC website: www.emchfundraising.com

Butter Braid Fundraising Website: <http://butterbraid.com>

Butter Braid Fundraising Blog: <http://fundraisingfly.com>

Emch Fundraising, LLC Facebook: <https://www.facebook.com/pages/Emch-Fundraising/720406188057874>

Butter Braid Fundraising Facebook: <https://www.facebook.com/ButterBraidBrandFundraising>

What is the top reason that customers don't buy?

The lesson... **SPREAD THE WORD ABOUT YOUR FUNDRAISER!!!**

TOP REASON WHY CUSTOMERS DON'T BUY?

THEY WEREN'T ASKED!

67%
2010 AFROS Consumer Survey
are waiting to support your next sale!
GET THE WORD OUT!

- Tell Facebook friends
- Bring a sample to the salon, post office or radio station
- Set-up a table at the mall or grocery store
- Parents
- Grandparents
- Aunts & Uncles
- Family friends
- Co-Workers
- Church Members
- Teachers
- Coaches
- Doctor
- Dentist
- Neighbors

Brought to you by Butter Braid® brand fundraising

A MOTIVATIONAL CHAIN FOR SUCCESS



MAKE # OF CUSTOMERS YOUR GOAL - NOT UNITS!

MAXIMIZE SELLER'S EFFORTS

Encourage Sellers to reach 10 Customers.
Focus on Customers Reached - Not on Units Sold

Set Your GOAL based on Customers Not Units!

Help your group sell more!

Goal of 10 Units Per Seller	Goal of 10 Customers Per Seller
<p>1 = 20 pastries</p> <p>200 units sold \$1,000 raised</p> <p>20 Sellers - 10 Units per seller x \$5.00 per item profit = \$1,000 raised!</p>	<p>1 = 20 pastries</p> <p>340 units sold \$1,700 raised</p> <p>20 Sellers - 10 Customers per seller x \$5.00 per item profit = \$1,700 raised!</p>

OR

Maximize Each Seller's Efforts to Get More Profit!

*This helpful tool made possible by Butter Braid® Brand Fundraising - www.butterbraid.com
For other great fundraising tools, tips and information follow our blog: FUNDRAISINGFLY.COM

WE HIGHLY ENCOURAGE YOUR GROUP TO...

- 1) Establish a meaningful fundraiser objective and effectively communicate this to your participants
- 2) Set a minimum sales goal (# OF CUSTOMERS!) for each participant
- 3) Periodically communicate to check-in, encourage and motivate your group during the fundraiser
- 4) Offer an incentive of your own (tailored to your group type) to help boost participation & results.

IMPORTANT: COMMUNICATE TO YOUR GROUP MEMBERS AND FAMILIES

**REMEMBER TO USE
SOCIAL MEDIA AND
EMAIL THROUGHOUT
THE FUNDRAISER**

3
email communications to increase fundraising success

Keep them Simple & Motivational!
Remember regular updates make everyone feel engaged and involved!

- 1**
Send out at beginning of Fundraiser
- 2**
Send out mid-way with progress made
- 3**
Send Fundraiser Results

FUNDS NEEDED **GOAL THERMOMETER** **THANK YOU**

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Visit fundraisingfly.com for more fundraising tools and tips!

How To Use Social Media

For Fundraiser Success

Do you need ideas of what to post on social media sites about your fundraiser?
Use these 3 simple post ideas to generate buzz!

POST

#1 CREATE AWARENESS
Let people know there is a fundraiser running. Announce the dates and ask for support.

COMMUNICATE THE CAUSE
Communicate why you are fundraising and what your goals are.

ADD A CALL TO ACTION
Let people know how they can support you or who to contact.

POST

#2 SHOW PROGRESS
Post how your fundraiser is doing and how much more you need to raise in order to meet your goal.

POST

#3 THANK YOUR CUSTOMERS
Post your fundraiser success. Thank your customers that supported you.

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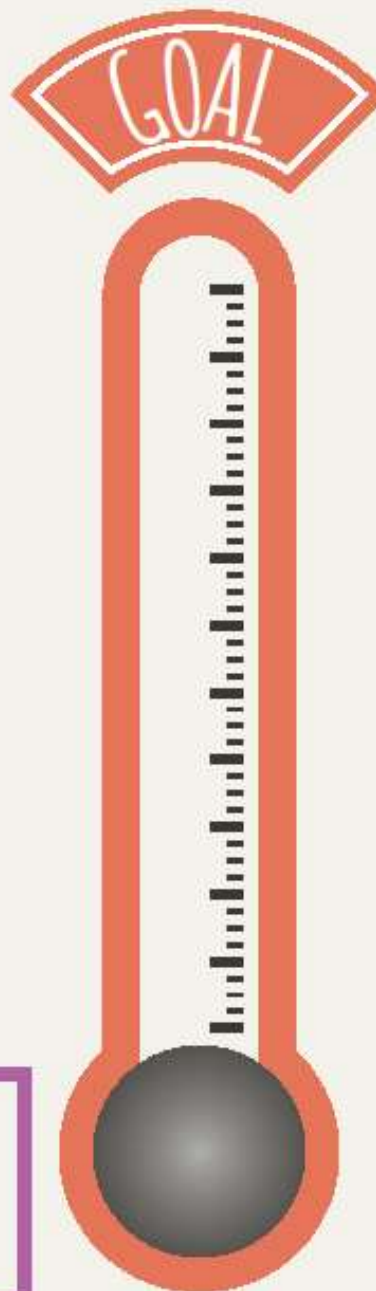


FUNDRAISING GOAL THERMOMETER

FUNDRAISINGFLY.COM - THE LATEST FUNDRAISING BUZZ!

“Until you
commit your
goals to paper,
you have
intentions that
are seed
without soil.”

-Unknown



Group Name: _____

Fundraising Purpose: _____

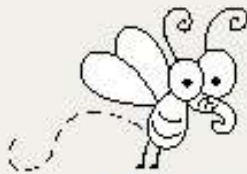
Goal: _____

Fundraiser Dates: _____

Who can I sell Butter Braid® pastries to?

FUNDRAISING.FLY.COM - THE LATEST FUNDRAISING BUZZ

YOU KNOW MORE PEOPLE THAN YOU THINK WHO WOULD BE GREAT CUSTOMERS!



- **First**, read the words on the left hand side of the page.
- **Second**, write down every name you can think of associated with that word.
- **That's it!** It will only take about 5 minutes and you will have created a great sales list!

PARENTS

1. _____

GUARDIANS

2. _____

GRANDPARENTS

3. _____

AUNTS & UNCLAS

4. _____

OTHER FAMILY MEMBERS

5. _____

FAMILY FRIENDS

6. _____

PARENT'S CO-WORKERS

7. _____

CHURCH MEMBERS

8. _____

TEACHERS

9. _____

COACHES

10. _____

SCHOOL EMPLOYEES

11. _____

YOUR DOCTOR

12. _____

YOUR DENTIST

13. _____

NEIGHBORS

14. _____

15. _____

For other great fundraising tools, tips and information, follow our blog

FUNDRAISING.FLY.COM



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MISCELLANEOUS INCENTIVE IDEAS FOR YOUR CONSIDERATION

Incentive Tips & Ideas for Schools, Teams and Clubs...

- Tiered prizes: Sell 3 items in first three days earn Early Bird Prize; Sell 10 items and earn a free t-shirt, etc.; Sell 20 items and earn free Movie Passes, etc.
- Free Ice Cream Coupon in school cafeteria for everyone who sells to 5 unique customers!
- Free Whirly Pop for everyone who sells to 5 unique customers!
- For every 10 items you sell your name goes into a drawing for \$50 cash!
- Popcorn, Pizza, or Ice Cream Party for the top selling class!
- Popcorn, Pizza, or Ice Cream Party for each class with 100% participation!
- Top Selling Class gets early dismissal or extra recess/playground time!
- \$25 Gift Certificate (Toys R Us, Dick's Sporting Goods, Wal-Mart, etc.)!
- Use of the Gym after school with 10 Classmates of your choice!
- Free Homework pass for everyone who sells to 5 unique customers!
- No uniform day for students if they reach your sales goal!
- Free admission to the next school activity (Homecoming, Prom, etc.)!
- Principal, teacher or sponsor agrees to perform a stunt if sales goal is reached!
For example: Camp out on school roof for a night, get a pie in the face, dress up like school mascot, die or cut hair, etc.!
- A faculty vs. student tug-of-war over a swimming pool of shaving cream with top selling class!
- For members that don't participate, require an out-of-pocket fundraiser donation!
- Various awards (\$10 gift card, etc.) for each seller that hits a certain sales target such as 20 items sold!
- \$30 Gift Card to top seller, \$20 to second, and \$10 to third!

**SEE EXAMPLE
"COUPONS" ON
NEXT PAGE FOR
EXTRA RECESS
PASS ETC.**

Incentive Tips & Ideas for Childcare and Preschool Organizations...

- Two weeks FREE tuition awarded to family of top seller & one week FREE tuition awarded to the family of the second place seller!
- \$25 Gift Certificate to Scholastic Books, fun-filled gift baskets, kid's cookbooks, etc.!!
- Family fun night gift basket raffle (1 ticket for every 6 items sold). Plus, \$5 Starbucks gift card if you sell 20 items!
- Coupon for dinner and free baby sitting (this can create a wild competition!!)
- Various awards (such as \$10 gift card) for each seller that hits a certain sales target such as 20 items sold, etc.!



TEEPEE TIME

Individuals meeting their goal get to Teepee an adult of choice with toilet paper in front of everyone. Wrap them up tight for everyone to see!



TEEPEE TIME

Congratulations on meeting your individual fundraising goal!

Awarded To: _____

Teacher Signature: _____

Date: _____

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SIT WHERE YOU WANT PASS

The individuals that meet their goals get to sit where they want to during class!

SIT WHERE YOU WANT PASS

Congratulations on meeting your individual fundraising goal!

Awarded To: _____

Teacher Signature: _____

Date: _____

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PRINCIPAL, COACH, OR TEACHER FOR THE DAY

The individuals that meet their goals get to be the principal, coach, or teacher for the day.



PRINCIPAL, COACH, OR TEACHER FOR THE DAY

Congratulations on meeting your individual fundraising goal!

Awarded To: _____

Teacher Signature: _____

Date: _____

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PIZZA PARTY

The individuals that meet their goals get to enjoy a pizza party at school!



PIZZA PARTY

Congratulations on meeting your individual fundraising goal!

Awarded To: _____

Teacher Signature: _____

Date: _____

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PAJAMA DAY

The individuals that meet their goals get to come to school in their pajamas!



PAJAMA DAY

Congratulations on meeting your individual fundraising goal!

Awarded To: _____
Teacher Signature: _____
Date: _____



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EXTRA RECESS TIME PASS

The individuals that meet their goals get to have longer recess time!



EXTRA RECESS TIME PASS!

Congratulations on meeting your individual fundraising goal!

Awarded To: _____
Teacher Signature: _____
Date: _____



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CLASSROOM LEADER FOR THE DAY

The individuals that meet their goals get to be the classroom leader(s) for the day!



CLASSROOM LEADER FOR THE DAY

Congratulations on meeting your individual fundraising goal!

Awarded To: _____
Teacher Signature: _____
Date: _____



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