

TIPS & IDEAS FOR SUCCESS INDEX:

- Page 1: Intro & Top reasons why customers don't buy
- Page 2: Keys for a successful fundraiser include motivated participants
- Page 3: It is important to communicate with your group
- Page 4: Fundraiser goal thermometer
- Page 5: Who can I sell Butter Braid® pastries to?
- Page 6: Sample Motivation ideas

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**):

Incentive!

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>

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

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

Thanks! *Brenda L. D.*

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 AFBS 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

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A MOTIVATIONAL CHAIN FOR SUCCESS

Motivate Your Group

for GREAT Fundraiser SUCCESS!



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 UNITS OR 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.

For other great fundraising tools, tips and information follow our blog:
www.fundraisingfly.com

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- Use your website
 - Communicate your goals
 - Thank your sponsors
 - Showcase offerings
 - Recognize success
 - Honor goals being met
- Use Social Media
 - Create awareness
 - Communicate the cause
 - Show your progress
 - Thank your customers
- Use Email – Communicate with the parents
 - Beginning of the sale
 - Mid-way through the sale
 - After the sale is complete

IMPORTANT: COMMUNICATE TO YOUR GROUP MEMBERS AND FAMILIES



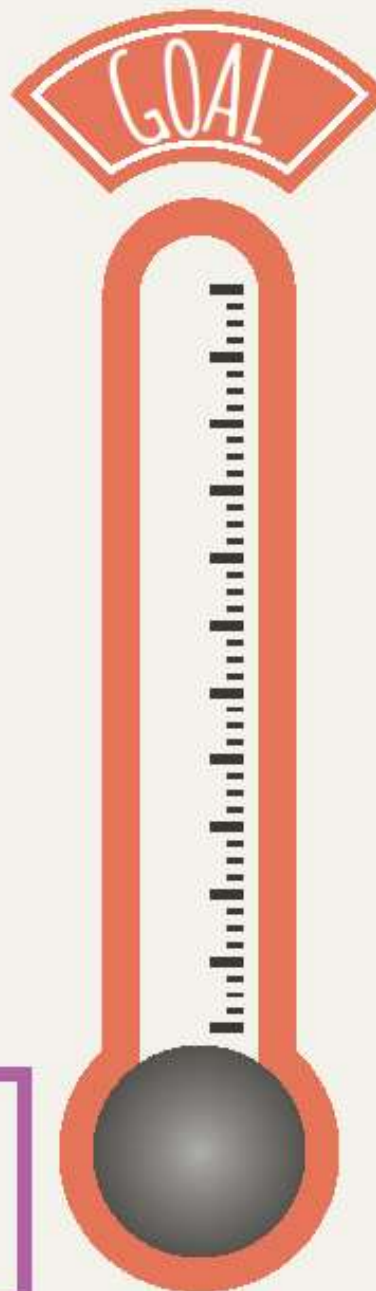


FUNDRAISING GOAL THERMOMETER

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: _____

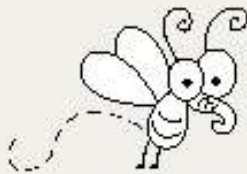
Goal: _____

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 & UNCLES

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

FUNDRAISINGFLY.COM



This helpful tool made possible by Butter Braid® Brand Fundraising - butterbraid.com

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!
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!

EXAMPLE #1

STUDENT INCENTIVES:

- ❖ Top individual seller gets a \$25 Target Gift Card
- ❖ For every 5 items, get name in drawing for:
 - 1-Family Fun Pack including five movie tickets & a \$75 Jose Pepper's Gift Card
 - 2-Lunch with the principal
 - 3-Lunch with your teacher
 - 4-School Spirit Wear Package
- ❖ Sell 25 or more – Earn 1 FREE Package (retail value \$15) of Wooden Spoon cookie dough!

CLASS INCENTIVE:

- ❖ Top selling class gets an extra recess AND a hat day

EXAMPLE #2

Individual:

Sell 1 - Get "hugs and kisses" (Hershey's Hugs & Kisses) from Mrs. _____ (Principal)

Sell 6 - Attend an Ice Cream Sundae Party

Sell 12 - Lunch with teacher or friend

Sell 25 - Earn a free Choc Chip Cookie Dough

Class: Top selling classroom gets an extra recess and a hat day

School-wide: Sell 1,000 items, and Mr. Compton (Vice Principal) gets slimed!

***Top 3 sellers will get a shout-out during morning announcements and a gift card!

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

- Two weeks FREE tuition awarded to family of top seller & one week FREE tuition to the family of the 2nd 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.!