



Profitable Fundraising with Fat Cat Bakery

Fat Cat Bakery offers a delicious and profitable fundraising solution that will meet your financial goals. We will provide you with the Flyers/Order Forms, a seamless ordering system, and a unique and gourmet end product that will surpass your expectations. All Fundraisers and especially Food Fundraisers take planning, time and effort to make them profitable. So here are some thoughts to help ensure your success.

How to Run a Profitable Fundraiser

Plan and Prepare

Benjamin Franklin once said, "If you fail to prepare... then prepare to fail." So make sure you plan your food fundraisers thoroughly. Plan what products you are going to offer and how you are going to market/advertise them. Then plan a sales pitch. Plan and brainstorm ways of boosting your sales and increasing profits, for example, giving incentives for larger sale volumes or prizes for best seller. Set individual and group goals and stick to them. People love to succeed, so if you set a good goal everyone will do their best to reach it.

Use a Quality Fundraising Product Company

Fundraising companies are focused on delivering fundraising products and solutions that will make your fundraisers as profitable and convenient as possible. So using a quality company that provides the highest quality food fundraising products is of the utmost importance and will really help your fundraising campaigns! FatCat Scones and FatCat Cookies are premium, all natural bakery items that are unique, delicious and PROFITABLE! **FatCat gives you 45% of all sales, guaranteed!**

Advertise/ Communication

Depending on the different food fundraisers, you will have to advertise in a few different ways. If you have a Food stand at an event or at a shopping mall make sure you have signs up displaying what products you are selling and what the cause is for. You could even consider sending one of your sales members to go around telling people where your food stand is, what you're selling and what it is helping raise funds for.

Communication is the key to a successful fundraiser. Remember that people are always much happier to buy something if they know that it is for a good cause; it's one of the great marketing tools non-profits have! So be sure to include a LETTER explaining your fundraiser goals when you send out the order forms/flyers.

If you are selling a single product through your cause, like Cookie Dough, you may need to be a bit more aggressive with your advertising. Obviously you will have a sales team who will sell for you and spread the word. You may want to encourage them by offering incentives (see below).

Then Advertise through your website, social networking sites, by emails, newsletters, fliers and posters! Let everyone know about your food fundraiser!

Offer Incentives to Your Sales Team

This is one of the best ways of boosting sales for food fundraisers... especially if your sales team includes kids! Offer prizes and rewards for large volumes of sales made, or for best sellers etc.! Something simple like a Pizza Party or Cookie Party to the group or class that sells the most goes a long way. Make sure the prizes are quality and not junk... if the prizes are really cool, like an iPod Shuffle to the person that sells the most, the kids will go crazy and you'll run out of stock quickly!

Know and Practice Your Sales Pitch

Have a guideline sales pitch for your kids/sales team to learn and use. It should briefly explain what you are selling, and what the cause is for. Try making it exciting!

Be sure to use the words “help” and “because”... "Please help our cause by buying cookie dough. We are fundraising because we need new sports equipment!"

Research shows that these two trigger words will boost positive answers ("Yes I will buy.") by more than 50%. Then, with your sales team, rehearse and practice it... the more confident they are with what they have to say, the more sales they'll make.

Timing is Everything

When you are deciding on a time line to run your Fundraiser, consider wrapping the dates around popular pay-periods. Remember, everyone is more likely to buy if they have money in their pockets! And if possible, try to have your Fundraiser coincide with holidays such as Thanksgiving, Christmas, Valentine's Day and Mother's Day.

Typically the most successful Fundraisers will last over a 5 week period. Pick a delivery/order pick up date, and back out from there.

- **Selling Period- 2 Weeks:**
 - Wrap at least 2 weekends and be sure one is Pay Day!
- **Order Collating Period- up to 1 Week**
 - Give yourself at least 3 or 4 days to get in straggler orders and put together your Order Submittal Form. FatCat will give you an Order Submittal Form that you will complete to turn in your order. It keeps everything nice and organized and figures out all of the dollars and cents to make it easy for you.
- **Production Period- 2 Weeks (3 Weeks if outside of CA)**
 - FatCat Scones will need 2 weeks to produce your product. Since we produce everything fresh, so as to ensure the highest quality product for you, we need the production time. If we are shipping the product out of state, we will need another week for transit time.
- **Pick Up Day- 1 Day**
 - Have your Pick Up Day on a Tuesday, Wednesday or Thursday. This always seems to help- you don't want to sit on extra items that were not picked up over a weekend. Be sure to keep the Cookie Dough and Scone Dough in the FREEZER if you are storing on site for more than 3-4 hours.

**Any questions, please feel free to contact FatCat Bakery Customer Service:
916.372.6464 service@FatCatScones.com**