

# COOKIE DOUGH PLANNING CALENDAR GUIDE

## This Special Guide Will Help You Organize Your Cookie Dough Sales!

### A. FUNDRAISING MEETING! SALE BEGINS!

This is your official start date (**AUGUST 7TH**) – when each seller is given a brochure and fundraiser timetable. As a chairperson your goal is to have the majority of your sellers participate. Quietly sending the information home with the sellers will result in very low participation and mediocre results. The secret to higher sales and participation is to communicate frequently with your sellers and offer incentives that generate lots of enthusiasm and motivation.

#### Here are a few ideas to get your fundraiser off to a fantastic start:

- Have a short fundraising kick-off meeting. (1<sup>st</sup> Night of Practice) This is a perfect opportunity to make sure EVERYONE knows what the fundraiser is, when the order forms are due, what the money is being used for, and finally, what's in it for them. It's important that the presenter is excited and really believes that the goal is achievable. If you cannot hold one meeting, make an effort to have several smaller meetings. Communication is key to success!
- Let them know what's in it for them! You start by explaining what the money will be used for and how it will make someone's life (maybe theirs!) better. Make sure everyone knows that if you sell 32 tubs of cookie dough they get \$100 back. If you sell more than 32 tubs you will be rewarded as follows:

<u>Tubs sold</u>	<u>Money Back</u>
32	\$100
42	\$125
52	\$150
62	\$175
77	\$200
107	\$300
157	\$350

- Share the top sellers prize sheet, MYFL will give out 3 prizes for the League

**GRAND PRIZE = \$500**

**RUNNER UP = \$300**

**3<sup>rd</sup> = \$100**

Also remind them that it is very important that everyone participates – the following explains what your High School Football Program will get back!

**If 70% of the community sells the 32 tubs you will get back 1% of your community's gross sales!**

**If 80% of the community sells the 32 tubs you will get back 2% of your community's gross sales!**

**If 90% of the community sells the 32 tubs you will get back 3% of your community's gross sales!**

**If 100% of the community sells the 32 tubs you will get back 4% of your community's gross sales!**

- **Publicity.** Put posters up around town. When people can visualize the goal – it becomes more believable and achievable!
- **Send the paperwork home today.** All sellers need a brochure (order form is on the back) and a general page that explains what the timetable is (when orders and money are due, etc.)

**B. Sellers Turn Orders In! Sale Ends!**

This is the date that all orders need to be turned in to the fundraising chairperson of your community. **This date is August 26TH!!!!!!!!!!!!!!!!!!!!!!** It's important that this date is included in the information that is sent home with each seller. Plan to remind the sellers a day or two before the due date. **Plan on a day or two after this deadline for late orders.**

**C. Send Order Sheets To Troy Menke (This date is September 5th!)**

If possible, have another volunteer help you with this task – it helps eliminate any error when someone can do a double check. Basically, take each seller's order form and quickly scan for any errors. Make sure the dollar amount matches what is ordered. When you have gone through all of the orders add the total dollar amount from each order and come up with a final sales figure. **You will need to send all the original orders in a long with ONE check to Troy Menke.** (2321 Albion Ave., Fairmont, MN 56031)

*The originals will be given back when your orders are delivered off the truck. Allow time to do an accurate job so that your order will arrive with the correct number of tubs needed.*

**D. Cookie Dough Arrives!**

Your cookie dough will arrive 3-4 weeks AFTER we receive your orders. (Approximately October 12TH) The shipping company will do their very best to plan your delivery according to your schedule, however we cannot guarantee an exact delivery time or day. Keep in mind we are working with a lot of communities. You will be given as much time as possible for the delivery date.

**Distributing Cookie Dough:** All orders will be pre-packaged per child so when the truck arrives they should come off in alphabetical order. Simply hand the orders out and your done. No sorting!

**E. Collect Payment From Sellers**

**You will collect payment at the time of the order. No orders should be placed unless you have the money before hand. The checks need to be made out to your community youth organization (example: Jackson Youth Football) To save you time, ask that the sellers pay with one check for their total amount due. Also, remember MYFL requires one check for your complete order.**

**F. Your Done!**

Pat yourself, your committee, and your sellers on the back- you've done it!