



Ten Tips for a Successful Butter Braid Pastry Fundraiser

- **Communicate to group members!** Be sure that group members know individual and group goals. We can help by printing goals on your custom order forms!
- **Specify the reason for the fundraiser!** If it's going toward a project your group members can get behind, your sales will benefit! Participants can also be self-motivated if what they sell benefits their individual costs for a trip. If profits are going into one general fund it is more important to add other incentives as mentioned above.
- **Extra motivation!** Do you have any gift cards or other prizes that could be donated to use for prizes for top sellers? Or perhaps a fun activity that the top seller could participate in?
- **Be positive and full of energy - it's contagious!** Group members need motivation, praise and encouragement.
- **Plan an exciting "kick-off"!** We of course are hoping to help add to the excitement by providing tasty samples!
- **Try role playing!** At your kick-off, have participants practice what they plan to say when asking family and friends to order. Great sales tips: • *Only sold through fundraisers* • *Hand-braided in Iowa* • *All-natural ingredients* • *Small and easy to store when frozen* • *DOUBLE in size when you let them rise* • *Super easy to make (Thaw-Rise-Bake)* • *Provides a "Wow!" experience and becomes a favorite family tradition!*
- **Make a list!** Help group members think of everyone they could sell to. Potential customers could be family, friends, neighbors, co-workers of parents, church members, etc.
- **Take orders by email!** We will forward you an email that includes a mini order taker that you can encourage members to forward to family and friends (in town - you only want to sell to people you can personally deliver to). It gives them a fast and easy way to take orders!
- **Encourage sampling at workplaces!** Offer 1-2 samples per family (at your \$7 cost) to bake and bring to their workplaces along with an order form! If you are interested in purchasing some frozen samples please let us know.
- **Communicate to the community!** We have a sample article if you would like to submit it to any local newsletters or papers. We also have full-color 16 x 20 posters available.
- **Check-in throughout the sale!** After the first week have group members report their sales numbers. This will give you a good idea of the progress of sales to ensure your group is off to a great start.

Let us know if you come up with any other ideas that work well for your group - we're always adding to our list!

Experience the Wow!