

Ten Tips for a Successful Mrs. Fields cookie dough 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. 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!** Participants need motivation, praise and encouragement.
- **Plan an exciting "kick-off"!** We can help 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. Sales tips: • *Instant name recognition – Mrs. Fields sell themselves* • *50% more goodies in every bite compared to other brands* • *Convenient space-saving box easy to fit in freezer* • *Dough goes straight from freezer to oven – no thawing or messy tubs* • *32 large, 1.25 oz cookies per box*
- **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.
- **Utilize the online store add-on!** The online store allows you to register participants or invite them to self-register for a unique link that they can share with friends/family/co-workers that can order and pay online!
- **Share on social media!** Post your online store link &/or share a photo/video with your order form on social media sites such as Facebook, Instagram, Twitter, Nextdoor.
- **Take orders by email!** If you aren't able to utilize the online store add-on, we have an email that includes a mini order taker that you can encourage members to forward to family and friends. *TIP: with both online/email orders, participants should only sell to people they can personally deliver to.*
- **Encourage sampling at workplaces!** Offer 1-2 samples per family (at your cost) to bake and bring to their workplaces along with an order form! Let us know if you'd like to do a sample purchase for your group!
- **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 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!