

**Hello!**

Thanks for taking an interest in our fundraising program. Our team has a combined 50+ years of experience in the fundraising industry. We love what we do, and we are passionate about *“helping you help yourself.”* **All Star Fundraising** works hard to change the stressful atmosphere of fundraising into a fresh, simple approach, which makes your life simpler, and your supporters happy to help you.



## TWO AMAZING BRANDS, TWO SIMPLE PROGRAMS, ONE AWESOME COMPANY

All Star Fundraising offers your group two program options from which to choose. This gives your group two opportunities to raise money with us throughout the year! See our product lineup below!

# #1 Butter Braid® Pastry Fundraising Program



Thaw



Rise!



Bake!



Four Cheese & Herb with  
Marinara dipping sauce

- ❖ Retail: \$16.00 per unit
- ❖ 40% profit = **\$6.40**
- ❖ 11 servings per unit
- ❖ Limited time, exclusive offering



Caramel Rolls

## Classic Pastries!

- ❖ Retail: \$14.00 per unit
- ❖ 40% profit = **\$5.60**
- ❖ 11 servings per unit
- ❖ Most popular flavors



Apple



Cream Cheese



Cinnamon



Strawberry  
Cream Cheese

Each one of these generously filled, 22 oz. delectable treats offers incredible value and an unforgettable experience. The exclusivity of the Butter Braid® pastries and the popular demand the brand offers, will provide your group with residual sales for years to come.

Yet...there's even more...

# #2 Wooden Spoon Cookie Dough Fundraising Program



Wooden Spoon™ cookie dough is perfect for a satisfying dessert or a sweet snack. Available in six premium flavors (see below). Each mouth-watering package includes 40, 1 oz. ready to bake cookies. No scooping or thawing necessary; just break, place, and bake! Convenient pre-portioned cubes of dough let your customers bake 4 or 40. Your patrons will love the value and unique feature of the break and bake set up.

- ❖ Retail: \$16.00 per unit
- ❖ 40% profit = **\$6.40**
- ❖ 40 cookies per package
- ❖ Most popular flavors

\*Sweet Macadamia Nut sells for \$17.00 with a **\$6.80** profit.



Triple  
Chocolate



Cranberry Oatmeal  
Medley



Peanut Butter  
Perfection



Classic  
Chocolate Chip



Sweet  
Macadamia Nut



Snickerdoodle

# ASF Fundraising Game Plan

Our **PROVEN** process for conducting a successful fundraiser! Use this as a checklist.



## 1. Start!



- ┆ Sign up at [www.asfundraising.com](http://www.asfundraising.com). After signing up, you'll receive an email confirmation, and your "startup" packet (posters, Order Guides, etc.) will be sent via "snail mail" a few weeks before your Start Date.
- ┆ Posters should be hung in high traffic areas throughout your facility.
- ┆ Your packet will include more than enough Order Guides for your group. Feel free to make additional copies if needed.
- ┆ You can download, customize, and print a **Startup Parent Letter** from the "**Tools**" section of our website.
- ┆ If you have a meeting or event (especially with parents) before starting your fundraiser, ask us about our **sample bundles**. Nothing sells our pastries better than the pastries themselves!

## 2. Kickoff!



- ┆ Plan on having an enthusiastic presentation by you or someone in your organization. If so desired, ask us about having your **All Star Coach** visit with your group. We have many years of public speaking experience within our staff. When available, we would love to help jump start your fundraiser with excitement!
- ┆ Your kickoff event could serve as a great opportunity to use our **sample bundle program**.
- ┆ Hand out Order Guides and be sure to point out your **goals**. Also, make sure all the sellers have your contact information in case they have questions.
- ┆ Communicate **motivation plan** to group (cash, prizes, etc.) In order to maximize your profitability, we typically don't offer an incentive program. However, we have some great ideas for low- to no-cost incentive ideas you can implement.

## 3. Start selling!



- ┆ If possible, send out promotional **email** to staff, parents, group members, and community. Communication is vital!
- ┆ Post fundraiser promotion on your **website, newsletter, and/or in community forums**. Promote, promote, promote!
- ┆ "LIKE" our Facebook Page: [www.facebook.com/AllStarFundraising](http://www.facebook.com/AllStarFundraising). We have tons of pics you may use to help promote your fundraiser on social media.
- ┆ You may even have parents in your group who would be willing to cook up a pastry for their office and bring along an order form to take orders on the spot. Take it from us, you **WILL** sell more! This is another great use for our **sample bundles**.



Like us on Facebook:  
[www.facebook.com/AllStarFundraising](http://www.facebook.com/AllStarFundraising)

## 4. Mid-way point!



- ┆ Go to our website and download our **Mid Sale Parent Letter** from our "**Tools**". Customize it, print it, and send it out!
- ┆ Now would be a great time to check out our **Group Leader Portal** which is where you will input your order. Check your email for your **UNIQUE LINK**. This will make your ordering a breeze and ensure order accuracy. If you need help, call us!

## 5. End of Sale!



- ┆ A couple of days before the end date of your fundraiser, we recommend downloading, customizing, and printing our **Deadline Parent Letter** to send home with participants. Again, look in the "**Tools**" section of our website!
- ┆ Collect order forms, alphabetize them by last name, and make sure the flavor columns are totaled correctly on each form.
- ┆ Collect and deposit all money from your sell into your account.
- ┆ Once your order is complete we will email an invoice to you. Please make check payable to **All Star Fundraising and mail asap** to All Star Fundraising 6948 Alcoa Rd. Ste. E Benton, AR 72015
- ┆ You will receive a **UNIQUE LINK** for your personal **Group Leader Portal**, where you will find an order calculator with all the directions. You will enter each seller's order total. Multiple people may use the link provided to enter orders. Once your order is complete, you simply hit the Submit Order button. **SIMPLE!**
- ┆ We will contact you **within the week** to set up and discuss your delivery day and time, volunteers, and totals.
- ┆ Go to our website under the "**Tools**" tab and download, customize, print, and send out our **Delivery Parent Letter**.

## 6. Delivery! You're gonna love this part!



- ┆ Bring only the **ORIGINAL** alphabetized order forms to the delivery.
- ┆ Set up tables (at least 2). We prefer rectangular tables with no seats/stools attached on the sides.
- ┆ We will bring all of your pastries in and stack them by flavor in the order they appear on the order form. Before opening cases, we will verify product quantities with you. **NEVER USE A SHARP OBJECT TO OPEN CASES!**
- ┆ We will facilitate the separating of each order per seller. Have a plan for how you want your orders to be arranged for pick-up (i.e. by class, alphabetically, etc.) You may want to make appropriate signs.
- ┆ Sign and receive hard-copy invoice.
- ┆ Have a designated spot for items not picked up. Your pastries come **FROZEN** and they need to stay that way!

# Our Personal Service Commitment



It's one thing to "offer" good service. It's a whole other realm to deliver on it. We've spent over a decade developing our strategic plan to offer the best personal service in the fundraising industry. Our goal is to “**Wow**” you with incredible products, a proven plan, and our professional, personal service. Here’s what you get with All Star Fundraising:

- A simple, clean **website** where you can find timely information, downloadable tools to help your success, a simple signup process, and a convenient FAQs section for quick reference.
- A **personal fundraising coach** in which you can call, text, email, and even schedule a sit-down consultation (by appointment) if desired. That’s right, you can lean as much as you need on our experience and availability.
- A **proven program** which has generated millions of dollars in profits for a myriad of groups from High School Bands to Private Cheer Teams to Daycare Centers to Elementary Schools.
- Our incredibly popular, exclusive **Butter Braid®** Pastries. There’s no competition with this product! It’s not sold in stores, and we are the only source in our area for this product. This completely controls the supply and increases the demand. This sets our fundraiser up to be your “go-to” plan, year in and year out!
- A **risk-free, low-stress** source for funding your projects, programs, and equipment. We have ridiculously low minimums. Our minimum required order is only 100 units. At 300 units, your delivery is absolutely **FREE!** If your order falls between 100 and 300 units, our delivery charge is only \$50.00! Our goal is to help you make money, not cost you money!
- Speaking of **delivery**, this is truly where we exceed expectations, and win the hearts of our group leaders. We personally deliver all orders over 100 units. Plus, we separate your order for you while at your facility. For large orders, we will work with your volunteers to coordinate the separation. This takes the stress out of delivery day and helps to ensure order accuracy.

We hope you realize we are not your typical fundraising company. We have groups which have been running our fundraiser for over 10 years. We've even had teachers and coaches sign up their groups long after running our fundraiser when they were in school! In fact, we retain around 75-80% of our groups year in and year out. That's virtually unheard of in the fundraising industry.

# Are You Ready To Get Started!?



We certainly hope you can see the benefit of working with **All Star Fundraising**. Here's a bullet-point overview for the sake of clarity:

- Two great programs from which to choose:
  - **Butter Braid**® Pastries
  - **Wooden Spoon**™ Gourmet Frozen Cookie Dough
- Fantastic **40% profit margins** with products selling from **\$14.00 to \$17.00** per unit!
- You get a **personal fundraising team** combining 50+ years of fundraising experience.
- You get plugged into a **simple, ready-made program** which has been tested and improved for over a decade.
- You receive timely **email communication** during each stage of the fundraising program which keeps you on target and never trying to guess what's next.
- We provide you a unique link to your **Group Leader Portal**, where you will input or upload your orders. This link can be shared with multiple volunteers to make placing your order easy and efficient.
- You get our **full-service delivery** with order separation, plus a scheduled delivery day and time so you can easily plan your pickup and distribution process.
- We offer **simple price points** for easy calculation at the point of sale.
- You get unlimited access to **communication tools**, documents, and social media tools to help you promote and clarify your fundraiser for your sellers and parents.
- You'll get our **simple, full-color sales brochures** which have been tested and refined to make selling our products easy and successful.
- And, finally, you'll have **peace of mind** knowing that your fundraising patrons will receive a product which they will love, appreciate, and be looking to buy again with your next sell!

**To Get Started:** Go to our website, [www.asfundraising.com](http://www.asfundraising.com), click sign up and fill out the form to get signed up whenever you are ready.

**Like us on Facebook:** [www.facebook.com/AllStarFundraising](http://www.facebook.com/AllStarFundraising)

**Sign up TODAY:** [www.asfundraising.com](http://www.asfundraising.com)