






# **TRADITIONAL DOUGHNUTS SALE**

## **A DOUGHNUT DAY IS A ONE DAY FUNDRAISER THAT CAN EARN YOUR SCHOOL/ORGANIZATION **THOUSANDS!****

### **HERE IS HOW IT WORKS:**

-  Determine how much money you need and see how many people will be able to help you.
-  Set a reasonable goal for each person (for example, each person sells only 10 dozen)
-  Then follow the three easy steps below to have a fun and profitable doughnut day.

### **1. Kick off**

- Have some activity where you announce the fundraiser and challenge everybody to participate.
- Structure the sale period to last no more than 10 days. Example: Kick it off on Friday and have the first turn in for money and orders the following Friday with a final turn in on Monday. This allows two week ends for sales.

### **2. Pre-sell** (Presell forms are available at <http://krispykreme.com/dozenspresell.pdf>.)

- Collect the money from customers as they order.
- Everyone is challenged to reach the goal.
- Have an incentive for each person that reaches the individual goal.

### **3. Doughnut Day!**

- Call your Krispy Kreme store to schedule a date for your doughnut day. (Krispy Kreme will provide you with details.)
- Call your store to arrange for pick up or delivery.
- Doughnuts are made fresh and should be delivered to the customers that day or no later than the following day.
- On Doughnut Day your sale is over and you have your money for your fundraiser.

CHECK WITH AMY FOR DELIVERY OPTIONS AND CHARGES.

### **CHART YOUR PROFITS**

**Suggested Selling Price: \$8.00/dozen**

**YOUR COST IS \$4.00 PER DOZEN.**

<b>DOZEN SOLD</b>	<b>PROFIT</b>
<b>100</b>	<b>\$400.00</b>
<b>250</b>	<b>\$1000.00</b>
<b>500</b>	<b>\$2000.00</b>
<b>1000</b>	<b>\$4000.00</b>