



*World's Finest*<sup>®</sup>  
C H O C O L A T E

# Fundraising Guide

This step-by-step sponsor fundraising guide will help you organize your chocolate sale. Please read this guide completely and utilize the sponsor check-list to keep your sale running effortlessly.

## Meet Your World's Finest® Chocolate Sales Representative

Your WFC sales representative is your top resource in constructing a successful fundraiser. This is the first person to reach out to with any questions or concerns regarding your current or future fundraisers with WFC.

### **Peter Emond**

**peteremond@kingfundraising.com**

**800-541-1463 ext. 1**

**228-326-9523 (cell) – feel free to call or text me**

**www.KingFundraising.com**

**www.worldsfinestfundraising.com**

## Sponsor Check List

### PREPARING FOR YOUR FUNDRAISER

- Read the sponsor Fundraising Guide
- Set sale start and end dates
- With help from your sales representative, create an interesting and exciting prize incentive program
- Select the prize incentive program with your WFC sales rep
- Meet with volunteers to discuss responsibilities and expectations
- Choose a chocolate storage area that is dry, cool, and free of pests and odors

### CHOCOLATE DELIVERY

- Carefully inspect the entire delivery, note any shortages or damages on the Bill of Lading, and only sign for cases that were received
- If there were shortages or damages, contact your WFC sales rep and take pictures of the damages
- Store chocolate in your designated area until chocolate distribution

### CHOCOLATE DISTRIBUTION

- Create and distribute parent letters and permission slips
- Host your fundraiser kickoff with the support of your WFC sales rep
- Communicate location and time of chocolate distribution
- Keep record of what each student receives
- Only distribute chocolate to sellers with signed permission slips

### DURING THE SALE

- Communicate selling updates and, if applicable, participant competition updates
- Share sale details on group website and other social media outlets
- Reach out to community supports to spread the word about the fundraiser
- Send out communication to participants and parents throughout the sale to maintain motivation

### CONCLUSION OF THE SALE

- Collect all funds for distributed chocolate
- Pay invoice within 35 days of chocolate delivery to receive Sellout Bonus check\*
- Implement Cleanup Sale if unsold chocolate is returned by participants
- Consult with your sales representative about any unsold chocolate and if needed work with him/her to prepare any returns\*\*

### ORDERING PRIZES

- Order prizes to allow for lead-time for delivery
- Plan for a recognition event to distribute prizes to group members

### GIVE YOURSELF A PAT ON THE BACK!

- Share your story with local media, or create a press release to share with the community
- Share your success with your sales rep to be sent to WFC and shared on our social media sites

\*Minimum 150 case order to be eligible for Sellout Bonus.

\*\*See **Returns** section for further information about returns and the impact on the Sellout Bonus.

## Before the Sale

### **Goal Setting**

Establish fundraising goals to recognize your group's needs and motivate members to participate. Example goals:

1. Our goal is to raise \$10,000 to put toward new band equipment.
2. Our goal is for each participant to sell two boxes of chocolate – allowing us to go on our class trip!
3. Our goal is to raise \$5,000 for new team uniforms.

### **Volunteers**

Delegate smaller tasks to volunteers and host a team meeting to review the key dates and activities of the sale. Let everyone know your expectations for their involvement in their specific role. Volunteer roles include: Chocolate Distributor, Money/Order Collector, Record Keeper, Communication Coordinator, and Clean-Up Sale Coordinator. Each role makes an impact on the success of your sale, so be sure to provide clear and concise instructions to your volunteers.

### **Supplies**

Your sales representative will work with you to provide essential fundraising supplies.

- What your sales representative will provide:
  - Record Keeping Forms
  - Thermometer Charts
  - Large Envelopes
  - Extra Money Collection Envelopes
  - Prize Brochures
  - Prize Tally Sheets
  - Prize Order Forms
  - Promotional Posters
- What you will need to provide:
  - Writing Utensils
  - Tape
  - Scissors
  - Collection Boxes
  - Tables
  - Carts

## **Prizes**

Offering prizes increases sales and helps your group to maintain enthusiasm. Below is detailed information regarding your prize incentive program:

***See parent letter for details***

To start your sale off with a bang, offer early bird drawings a few days after your sale begins. Suggestions:

- Money Jump
  - Tape a line of dollar bills end to end and let students jump to win the money.
- Money Grab
  - Have a jar full of coins and allow students to grab for a handful of change.
- Lunch with the Principal
  - Draw names of 5-6 students to have a special lunch.
- 2 for 1 Prize
  - The first box sold doubles in value and students can already earn a higher valued prize from the selected program.

## During the Sale

### **Chocolate Delivery**

Carefully inspect your shipment upon delivery for any shortages or damage before accepting the product from the freight company. If you discover loose boxes or damaged product, reach out to your sales representative immediately. In addition, refuse the damaged cases, make a note on the Bill of Lading, and take pictures of the damages.

### **Kickoff Presentation**

Work with your sales representative to organize your kickoff presentation. Include information regarding chocolate pickup, sales dates, money collection, prizes, product information, and selling tips. This is your opportunity to motivate participants to get out and sell.

### **Selling Tips**

Share these during your kickoff presentation:

- Safety First
  - Always keep safety the top priority of every fundraising campaign. Make sure your participants know and follow safety practices. Always sell in the company of others – use the buddy system and parental supervision. Never enter someone’s home. Never carry large amounts of cash.
- Sell, Sell, Sell!
  - Sell chocolate to people you know first. Have parents take the boxes to work or set up in front of a local business. Don’t forget to sell to other organizations you are involved with.
- Show Your Spirit
  - Set up a booth at the next school function to show your school spirit while gaining a lot of foot traffic.
- Know Your Product and Cause
  - Remember to share what you are raising money for and be specific. Be sure to know the items you are selling to cater to your customer’s needs.
- Three Winners
  - Explain the Three Winners coupon to participants as an additional selling tactic. Every in-hand product has a Three Winners coupon on the label, good for a one year subscription and accessibility to thousands of reusable coupon offers nationwide.

### **Chocolate Distribution**

Clearly communicate the date, time, and location of chocolate distribution to group leaders and parents often and well in advance.

### **Communication**

Using social media before, during, and after the sale will help to promote your fundraiser and get the community involved. Share your story and goals on your school website and other social media applications to spread the word and create excitement.

### **Money Collection**

Determine when, where, and how often money will be collected. Send additional communication home with group members who still owe money or have not returned unsold chocolate. Follow-up to ensure payments are received.

### **Order More Chocolate**

Keep an up to date inventory count on your extra chocolate to ensure you do not run too low. You may place a continuation order within 90 days of your chocolate delivery date with the same freight price and profit margin as your original order if you sell out of chocolate. Contact your sales representative to place a continuation order.

## After the Sale

### **Returns**

Full, unopened cases will be accepted by WFC within 90 days of delivery. You are responsible for the freight cost and \$25 restocking fee for returned goods. Returns will result in a loss of the Sellout Bonus (see **Sellout Bonus** section for more information). Please contact your sales representative in regards to any possible returns.

### **Final Communication**

Update your supporters with total proceeds raised and what they were (or will be) used for. Keep your community in the loop to ensure they support your fundraising event in years to come.

### **Prize Distribution**

If applicable, set up time to distribute prizes amongst recipients. Since prize lead-times may be longer than sale dates, allow for a separate prize distribution ceremony or event.

### **Sellout Bonus**

As a reward for selling all of your chocolate, you have the opportunity to earn a bonus percentage after your sale has concluded. WFC must receive full payment for all chocolate shipped 35 days from your original delivery date to qualify – so don't delay on your invoice payment. As stated above, any product returned to WFC voids the Sellout Bonus. If earned, your WFC sales representative will deliver the Sellout Bonus check to you. Please note that there is a minimum 150 case order to qualify.

### **Share Your #FundraisingSuccess**

Send your fundraising success stories and photos to your sales representative to be shared on WFC's social media outlets. Use your local media connections to share your story with the community, and create a press release with detailed information about the fundraiser and profits raised. This is an opportunity to pat yourself on the back!

### **What's Next?**

Give your team the opportunity to assess this year's event. What went well? What can you improve on? Make action plans for necessary changes and arrange a meeting with your WFC sales representative to discuss your next fundraiser.

We thank you for your commitment to supporting your group, and wish you luck during your World's Finest® Chocolate fundraiser!