

# Sample Announcement Letters and Incentives



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# Your Group Name Printed Here

We are sponsoring a fundraising sale of delicious **Butter Braid pastries I Classic Breaks Cookie Dough I Pastry Puffins** (**delete the program(s) that are N/A**). For those of you that are familiar with these products, now that they are back you can stock up. For those of you that are not familiar, after you try one you will wonder what you ever did with out. You'll absolutely love the Quality, Taste & Convenience of these wonderful

<b>Begin Selling:</b>  Day & Date	<b>Turn Orders &amp; Money In:</b>  Day & Date	<b>Delivery Date:</b>  Day, Date, Time & Location	<b>Checks Payable to:</b> (please collect money when taking orders)  Type here
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The proceeds from the sale will go to support [**please type fundraiser purpose here**]. The goal for the sale is to raise \$**xxxxxxxx**. Your participation is vital to our success.

If you need information about the products we are selling, visit the company website at [www.emchfundraising.com](http://www.emchfundraising.com). There you will find more descriptive product details and ingredient and nutritional information.

Please contact us if you need an extra order form if you fill up the one provided or need another copy to take to work. Please mark the above delivery date on your calendar and assist us by picking up your order that day.

Feel free to contact me with any questions and thanks in advance for helping make this sale a huge success.

Thank you,

Type your name  
 Type your phone number  
 Type your email address

**Note: Please remit payment along with your order form on the return order date. Your flyers/order forms will be used to organize your order and will then be included with your order at delivery.**

# Type Your Fundraising Group Name Here



(please delete information on product(s) not being sold by your group)

**Butter Braid frozen pastry dough** - Simply wonderful. Experience the taste of homemade, gourmet bread without the work. The great taste of a delicious fresh-baked Butter Braid will make the occasion a memorable one!

**Pastry Puffins** - A delicious Classic Puff Pastry made with European Style Butter. Convenient freezer-to-oven easy (no thawing/rising), this melt-in-your-mouth flaky treat is available in a variety of mouth-watering flavors.

**Classic Breaks Gourmet Cookie Dough** - Frozen, pre-portioned cookie dough that everyone loves. Always ready-to-go, simply Break and Bake for a delicious warm snack.

<b>Fundraiser Purpose:</b>
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Please describe purpose here...

<b>Sales Goal:</b>
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Our group goals is \_\_\_\_ items per child/family. We will raise over \$\_\_\_\_ if we reach our goal.

<b>Incentives:</b>
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Please describe incentives here...

**Important Information:**

Selling Dates: start date \_\_\_\_\_ due date \_\_\_\_\_ delivery date \_\_\_\_\_

If you have any questions, please call \_\_\_\_\_ at \_\_\_\_\_. Thank you so much for your support!!

## WE THANK YOU FOR YOUR SUPPORT AND PARTICIPATION!

Sell **3** Butter Braid® pastries by mid-way point  
**September XX, 20XX**  
and you'll get a **FREE** water bottle!



If our entire group has **100% participation**,  
selling at least **6 Butter Braid®** pastries each



I, John Doe, will let the highest seller:  
**Shave my head**  
in front of the entire school!!!



## Example Incentive



**School: PreK – 12**

# **GREAT PRIZES!!!**

Everyone selling at least one item will get a reward from the Level One prize list!

- ◆ **LEVEL ONE** Sell 1-5 Items  
Pick from our Appreciation Treasure Chest
- ◆ **LEVEL TWO** Sell 6-20 Items  
Pick from our Prize Treasure Chest
- ◆ **LEVEL THREE** Sell 21-35 Items  
Small Cash Drawing \$1,\$5,\$10,\$20
- ◆ **LEVEL FOUR** Sell 36 Items and above  
Large Cash Drawing \$5,\$10,\$20,\$50

**TOP SELLER – Wins \$100 Cash**  
Must sell at least \$500 in items

**RUNNER UP – Wins \$50 Cash**  
Must sell at least \$400 in items

These prize programs are examples. Emch Fundraising, LLC does not pay for, or supply any prizes. Incentive programs are the sole discretion of the fundraising group.



## **Example Incentive**

### **School: PreK – 12**

#### Tips and Ideas For Schools:

- *Money you spend toward motivation will make your profits rise!*
- *You may wish to award the top seller with the largest prize, and also provide awards to second, third, and fourth place families. Awards to top selling classes also are great!*

#### **Example incentive:**

- Sell 3 items by mid-point and receive Early Bird Prize
- Sell 10 items – Earn a free t-shirt
- Sell 20 – Earn free Movie Passes

#### **Other creative ideas that don't cost much:**

- Free Ice Cream Coupon in school cafeteria for everyone who sells 5 items
- Popcorn, Pizza, or Ice Cream Party for the top selling class
- Popcorn, Pizza, or Ice Cream Party for each class with 100% participation
- Top Selling Class gets early dismissal or extra recess/playground time!
- \$25 Gift Certificate for Toys R Us
- Use of the Gym after school with 12 Classmates of your choice!
- Free Homework pass for everyone who sells 5 items!
- Hat day or Gum day for students if they reach your sales goal.
- No uniform day for students if they reach your sales goal.
- Principal, teacher or sponsor agrees to perform a stunt if sales goal is reached (camp out on school roof for a night, get a pie in the face, dress up like school mascot, dye or cut your hair!)
- A faculty vs. student tug-of-war over a mud puddle or swimming pool of shaving cream with top selling class!

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## **Example Incentive**

### Tips and Ideas For Sports Groups:

- *Incentives will increase your sales!*
- *Money you spend toward motivation will make your profits rise!*
- *You may wish to award the largest prize to the top seller, and also provide awards for second, third and fourth place.*

### Sample Incentives that work:

- For every 10 items you sell, your name will go in a drawing for **\$50 cash!**
- The team that sells the most wins a Pizza Party / Or if the team hits your sales goal they win a Pizza Party!
- Sell 25 items and receive a free team shirt or sweatshirt with your Organizations' Logo!
- For players who choose not to participate in this fundraiser by selling 5 items, a \$25 donation will be required.
- Various awards (such as \$10 gift card) for each seller that hits a certain sales target (i.e. 20 items sold)

*Please notify your families of the fundraiser purpose (i.e. equipment, travel costs, reduced team fees, etc.)*

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## **Example Incentive**

### **Youth Sports:**

### **INDIVIDUAL SALES PRIZES:**

#### **Top Sellers 2 GRAND PRIZES!!**

**\*must sell minimum of 50 items to qualify for grand prize**

Top Football Seller - \_\_\_\_\_

Top Cheerleader Seller - \_\_\_\_\_

#### **Units Sold: Prize you will earn:**

Sell 20 and earn Mini Football or 8" Megaphone with League Logo

Sell 6 and earn Water Bottle with League Logo

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### **TEAM SALES PRIZES:**

The top selling team - Cheerleaders vs. Football –  
will win a **PIZZA PARTY** at Pizza Hut!

**Note:** For players who choose not to participate in this team fundraiser (by selling a minimum of 6 items), a \$30 donation to the team will be required.

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# Childcare Organizations

There are 3 things that make the difference in your group's fundraising success:

1. **ENTHUSIASM** - Time and time again, we find that groups who are enthusiastic about their fundraiser create substantially higher results.
2. **INCENTIVES** - Industry research shows that no matter what type of group you are fundraising for, an incentive program will provide significant increases in your sales results.
3. **PRODUCTS** - Repeat customers will be acquired by your group when you sell unique, high quality products, some of which are not available in retail stores.

## Tips and Ideas For Childcare Organizations:

- *Money you spend toward motivation will make your profits rise!*
- *You may wish to award the top seller with the largest prize, and also provide awards to second, third, and fourth place families.*

→ \$30 Gift Card to top seller, \$20 to second, and \$10 to third

→ Two weeks FREE tuition awarded to family of top seller & one week FREE tuition awarded to family of second place seller

→ \$20 Gift Certificate to Scholastic Books, fun-filled gift baskets, kid's cookbooks, etc.!!

→ Coupon for dinner and free baby sitting (this can create a wild competition!!)

→ Various awards (such as \$10 gift card) for each seller that hits a certain sales target (i.e. 20 items sold)

*Please notify your families of the fundraiser purpose (i.e. playground equipment, classroom materials, staff training & development, keep tuition rates from rising, etc.)*

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## **Example Incentive**

### **Boy Scout Troop XXX**

**(2) First-Place Prize Winners:**  
\$25 Gift Certificate to Cabela's

**(2) Second-Place Prize Winners:**  
\$20 Gift Certificate to Dick's Sporting Goods

**(2) Third-Place Prize Winners:**  
Fun Filled Gift Baskets

**(2) Fourth-Place Prize Winners:**  
2 Free Movie Passes

Thank you to the companies that donated these fabulous prizes to our organization!

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