

What to expect with a chocolate bar fundraiser.

Parent/Student Letter:

The only paperwork students have with this fundraiser is a single parent letter that will go home the day of the kickoff. This letter will have important dates, incentives, and a permission slip if we require a parent signature. Upon bringing in a signed form, that student/participant is issued a box of chocolate.

Profit:

50% profit, 700+ cases, \$30 profit per case

45% profit, 50-699 cases, \$33 profit per case

40% profit, 1-49 cases, \$36 profit per case

Shipping:

\$95 shipping cost with every order. This is the only added cost associated with the sale assuming you're a tax exempt program. You can avoid this shipping charge if picking up the product in Boise is possible.

Prizes/Incentives:

You will receive 1 free case for every 25 cases invoiced. The free chocolate would be treated just like all of the other chocolate in the sense that it will be sold over the course of the sale, but you won't be charged for them. For example, 10 boxes of free chocolate produces \$600 once sold. That \$600 would then be used to pay for an incentive program. I will pay for all of the incentives upfront and will then bill you for them once everything is complete. In this example I would aim to keep the prize costs below \$600. If you want to handle prizes, great! I have suggestions and have proven ways to help motivate the kids without spending a lot of money.

Kickoff Presentation:

Presentations are crucial in both educating the kids and motivating them. Going over the do's and don'ts of a chocolate sale will help safeguard you from any avoidable errors. Discussing the things kids can earn by participating and selling chocolate will create excitement. If we're kicking off virtually I have some must do's.

Delivery:

Delivery of the chocolate will come prior to our parent letters being distributed. I will help you place and order and schedule a delivery date. WFC always take returns with the stipulation being boxes were kept safe, smoke free and unopened. Leftover cases must be returned within 30 days of delivery to receive full credit. 30 days is plenty of time to gauge how the sale is going and request a chocolate pick up.

Your responsibilities:

- Case distribution
- Money collection
- Record-keeping

Sloppy record-keeping and money collection can easily make this fundraiser a nightmare. In the first week, 75% of the work will be done and you'll be busy checking out cases, collecting money and recording everything. After the first week, things will lighten up a great deal. My typical program runs for 3 weeks, the first 2 weeks passing out chocolate and the third week all money is due back to you.

How many cases?

I'll help you decide how many cases are needed. A lot of this depends on your group size, money needed and timing of our sale. School wide sales should aim for 75% of enrollment whereas small groups can easily cover 2+ cases per participant. Calculating the amount of money you need and dividing it by the number of possible participants will help forecast an order.

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