



# FUNDRAISER

**BUTTER BRAID® PASTRIES**  
**WOODEN SPOON® COOKIE DOUGH**

## **Share the Good!**

Satisfy your customers by choosing the best, quality products that customers love and request! Your group will appreciate the simple process and the fact that the pastries and cookie dough will sell themselves. We will provide your group with order forms and free samples for your fundraiser kick-off, so that everyone can taste what they are selling. Tasting these pastries is a key component in making your fundraiser successful!

**We now have an online store to make sales simpler  
and more profitable than ever!**

**Your Best Solution  
to Fundraising**

**Ultimately the  
best fundraiser in  
Texas**

**Great Profit  
Simple Program  
Proven Quality  
Products**

**Excellent  
Customer Service**

**Contact Julie for  
free samples  
to Book NOW  
or for more  
information**

## **HOMETOWN PASTRIES**

154 Quarry Point  
New Braunfels, TX 78132

<http://hometownpastries.com/>

Owner/Distributor  
Roger and Julie Krug  
[krug.julie@gmail.com](mailto:krug.julie@gmail.com)

(830) 629-6726



## Fundraising Made Simple and Profitable

We look forward to working with your organization to create an easy, smooth running and successful fundraiser!

<b>Profit</b>	\$5.85 on each Butter Braid® Pastry Sold &6.75 on each pkg. Wooden Spoon® Cookie Dough	
<b>Selling Price</b> (effective August 1, 2016)	\$14 per each Butter Braid® Pastry \$16 per pkg. Wooden Spoon® Frozen Cookie Dough	
<b>You can choose to sell Butter Braid® Pastries</b>  <b>Wooden Spoon® Cookie Dough</b>  <b>Or Both</b>	<b>Cookie Dough Flavors</b> Triple Chocolate Classic Chocolate Chip Cranberry Oatmeal Medley Peanut Butter Perfection Snickerdoodle White Chunk Macadamia (40 - 1 oz. cubes)	<b>Pastry Flavors</b> Apple Bavarian Creme Blueberry Cream Cheese Cherry, Cinnamon Cream Cheese Four Cheese & Herb Strawberry Cream Cheese (1 lb. 6 oz pkg)
<b>Frozen Samples</b>	<b>FREE</b>	
<b>Order Forms</b>	<b>FREE</b>	
<b>Incentives</b>	<b>If you offer an incentive, we will contribute at the following levels:</b> 250-350 units sold = \$50 351-450 units sold = \$75 451-550 units sold = \$100 551-650 units sold = \$125 651-750 units sold = \$150 751-850 units sold = \$175 851-950 units sold = \$200 951-1050 units sold = \$225 1051 units and over = \$250	
<b>Customer Payment</b>	Pre-payment to <b>your</b> organization when the order is placed	
<b>Order Due</b>	By email or phone <b>Tuesday at noon</b> <b>We will provide an order tabulator by email (online store)</b> <a href="mailto:Krug.julie@gmail.com">Krug.julie@gmail.com</a> or (830) 629-6726	
<b>Pay Invoice Amount At Delivery</b>	Please make check or money order payable to: <b>Hometown Pastries</b>	
<b>Personal Delivery</b>	Schedule delivery with sales person Delivery 10 business days after placing order on Tuesday by noon Pre-sorting of individual orders is provided Product must remain frozen at all times <b>FREE DELIVERY</b>	
<b>Excellent Customer Service</b>	Before, during and after fundraiser!	



## Simple Steps to your Fundraising Success

### Determine before your kick-off

- Set a \$ monetary goal for your group
- Determine number of pastries/cookies each individual needs to sell to reach your goal
- Coordinate with sales person fundraising timeline: the kick-off or sampling date, fundraiser run dates (generally two weeks), and delivery date
- Set up Online Store (You will receive a link to set it up once your fundraiser is booked)**

### At your kick-off/sampling

- Distribute order forms and sample pastries
- Use a parent letter to inform group about fundraiser goals and timeline
- Solicit helpers to assist as desired with fundraiser tasks: checking orders, counting money, and checking orders at delivery.

### During your fundraiser

- Promote how wonderful the Butter Braid® Pastries and Wooden Spoon® cookies taste and sell to family, friends, co-workers, neighbors
- Collect money up front: customer checks need to be made payable to your organization**
- If using online store, dealer is collecting money and it will be deducted from total owed at delivery**

### End of Fundraiser

- Collect forms and money from participants.
- Record paper order forms using the **Online Link** provided by your sales person at the beginning of your fundraiser. *Your online orders will appear on your order calculator.*
- Deposit money in your group's bank account
- Place an order by **Noon on Tuesday** via email to [krug.julie@gmail.com](mailto:krug.julie@gmail.com)

### Delivery and Pickup of Product

We do our best to accommodate a group's needs and maximize the delivery for a smooth, efficient distribution process. Pre-sorting of all orders will be done, unless requested otherwise.

- We will unload the product; and we welcome your volunteer helpers
- Please have check or money order ready at delivery payable to: **Hometown Pastries**

**Note:** All products are delivered frozen, so schedule your pick-up timeline to ensure the product will remain frozen at all times. Allow a maximum of 1 1/2 hours for distribution time at room temperature.

### Example of a typical delivery and product pick-up:

1. All orders are pre-sorted by seller. If we are not sorting your order, check product delivered against your invoice.
2. Volunteers will help set up tables, alphabetize orders by seller and put order forms with each individual's order. We will provide copies of all online orders.
3. Check each order before it leaves the sorting area.

**Distribute** product to customers, **thank them** for their support, **enjoy** your fundraising success!

*Thank you for choosing Hometown Pastries. We appreciate your business.*