

# FUNDRAISING TOOLKIT



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# INTRODUCTION

Whether you are a first time fundraising coordinator trying to figure out the best option for your group, or a repeat coordinator who has worked with us before, we want you to be successful. That's why we created this toolkit - so you have a resource that walks you through the entire process of fundraising with Mrs. Pumpkin's.

Over the past 10 years, we have supported more than 2,000 fundraisers, and helped raise over \$3 million for local organizations. Along the way, we have learned a lot about how to make the process easier and less stressful for you.

We are a local, veteran owned business, and we take a lot of pride in the impact our fundraisers have in our community.

We want to do everything possible to make sure your organization's financial needs are met. No matter where you are in the fundraising process, we're on your side. Give us a call anytime, and when you get us on the other end of the line, rest assured that you have a partner that will do whatever it takes to make sure you are set up for success.

- Cody & McFall, Owners  
- 336.924.9797



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# KEYS TO A GREAT FUNDRAISER

## PREPARATION - SET A GOAL

### SET A GOAL

First things first - it's helpful to know how much money you are trying to raise. Our fundraising coordinators typically make about \$5 per item sold. So if you are trying to raise \$2,000, then you need to sell about 400 items.

One of the biggest factors in understanding if your goal is achievable is how many sales people you have. If you are trying to sell 400 items to hit your goal, it's usually a lot easier to do that with 40 salespeople than it is with 4.

Your team's experience is also another big factor. If they have participated in a fundraiser before, they are probably going to understand what they need to do, and need a lot less guidance than a brand new group.

Don't just set a goal for your fundraiser overall, set goals with your individual salespeople. We recommend a 2 week window to complete your fundraiser - so you want to make sure your expectations are set with your team well before the official start date.

# KEYS TO A GREAT FUNDRAISER

## PREPARATION - REGISTRATION AND KICKOFF

### REGISTRATION

Once you decide to register, give us a call at 336.924.9797, register on our website, or submit our fundraiser registration form. If you haven't done one of our fundraisers before, we will take as much time as you need to walk you through the process and make sure you are ready to get started.

Once you register, we will send you a confirmation with several documents, as well as your sales envelopes. You can come by our Winston Salem store at any time to pick up your food samples.

### KICKOFF

We always recommend hosting a kickoff meeting with your team to officially start your fundraiser, answer any questions, and give out your sales envelopes or sales sheets. This is also a great opportunity to serve the food samples we provide - we believe it's easier to sell our products if you have tried them yourselves.

This is also a great time to verify all the contact info for your salespeople, and determine the best way to coordinate with your team as the fundraiser gets underway.



# KEYS TO A GREAT FUNDRAISER

## DURING THE FUNDRAISER

### KEEP THE TEAM TALKING

Whether you use text, email, social media, or something else, it's a good idea to be in contact with your team regularly during the fundraiser. We recommend picking a few dates ahead of time to send some messages to the team - halfway through, near the end, etc.

### TAKE ADVANTAGE OF ALL THE TOOLS YOU HAVE

Social media, email, texting, and in person meetings with friends and neighbors are all great ways to fundraise. Usually the more ways you try, the more success you will have.

SEE THE APPENDIX FOR SAMPLE PHOTOGRAPHS, PRODUCT INFORMATION, AND SOCIAL MEDIA/EMAIL TEMPLATES

# KEYS TO A GREAT FUNDRAISER

## WRAPPING UP

### MAKE A PLAN FOR COLLECTING PAYMENT

We accept cash or check for payment - we need to get one check from you, the coordinator. That means you need to put a process in place to collect all of the money from your salespeople, whether from cash, check, Venmo, Zelle, or any other payment options. Don't wait until the last minute to come up with a plan, and make sure your team knows what works for you so they can collect money accordingly. Ususally our fundraiser salespeople collect money at the time that they take an order, but you can always make exceptions as long as payment is collected before our delivery.

### FILL OUT THE MASTER SALES SHEET

Once you get all your money and sales envelopes or sales sheets from your team, you will have everything you need to fill out the master sales sheet and send it to us. This is your confirmation for how many items we will bring to you. It's also a great way to check the money everyone collected, and make sure your totals add up. We will do the same thing once we get the master sales sheet from you, then finalize your order and send you an invoice.

# KEYS TO A GREAT FUNDRAISER DELIVERY

## DECIDE ON A TYPE OF DELIVERY

We offer a few options to accommodate different groups - we can set up tables and do a mass delivery or we can set up contactless, COVID friendly drive through delivery, both at a location of your choosing. If needed, people can pick up product from our Winston Salem store, or we can even leave freezers at a location so that you can hand out your own orders. It's all about what works best for you and your team.

## LOCATION

We bring the food in freezer trailers, so we need enough space to park a pickup or van and trailer. Churches, schools, practice fields, and similar locations tend to work well. If you pick somewhere uncovered, you may also need an alternative delivery location for inclement weather.

## DELIVERY

Make sure your salespeople bring coolers or some type of temperature controlled storage to collect their items. We also find it helpful if the coordinator and one or two volunteers can help us manage orders and food counts as the salespeople pickup their food.



# FREQUENTLY ASKED QUESTIONS

## HOW MUCH WILL MY ORGANIZATION MAKE?

Typically, our fundraisers make between \$5.00 - \$5.25 an item. Sometimes it is a little more, sometimes it is a little less. The biggest thing that impacts the profit per item is the sales mix of your fundraiser - how many people buy single items vs. take advantage of the 3 for \$42 offer.

## DO YOU CHARGE TO DELIVER?

We do charge a small delivery fee based on the total time of delivery for our team, including travel time. We don't make any money on our delivery fee, it just helps us offset our cost for fuel and labor. We do offer pickup from our store as an option, but after more than 2,000 fundraisers, we have found that delivery is almost always a better option.

We have the ability to keep the food temperature controlled and safe, and our team has a handout process that makes the entire event much less stressful for the coordinator and the salespeople. The delivery fee will be quoted as part of the registration. It is reduced by 50% if you sell at least 500 items, and it is fully waived if your organization hits 1,000 items. You can also choose to put your incentive gift cards towards the delivery fee.

# FREQUENTLY ASKED QUESTIONS

## HOW DO YOU COLLECT PAYMENT?

We accept either cash or check, and need one payment from the coordinator. We expect you to collect the individual payments from your salespeople and make sure your totals are correct. When you report your numbers, we will verify the amounts for individual salespeople, contact you if there is an error, and then provide a final invoice. We collect payment at the time of delivery.

## WHEN DOES MY TEAM NEED TO COLLECT THEIR MONEY?

We recommend that fundraiser salespeople collect money from the individuals who are purchasing food at the time of the sale. That way, fundraising coordinators are less likely to be left looking for money at the last minute, or in the worst case scenario, paying out of pocket and trying to track down someone's money. If you are confident in your money totals when you send us your master sales sheet, then it makes delivery and distribution much less stressful.

Of course we will work with you if there is a specific case where you would like to make an exception.

# FREQUENTLY ASKED QUESTIONS

## DO YOU SHIP FOOD?

Unfortunately we do not ship food if you have friends and family from out of town that want to support your fundraiser. We do have another option that works well for people who are out of town.

On any fundraiser, someone can choose to donate food. They still pay you for the sale, and then the food goes to a local organization that needs it. You can collect your own donated food if there is a group that you work with, or even use it to feed people for an event for your group.

Mrs. Pumpkin's also works with several non-profits in the Piedmont-Triad and Western North Carolina:

- Wake Forest University Chaplain's Office Emergency Fund
- Samaritan Inn
- Meals on wheels

If you would like to learn more about any of these groups, please see the information at the end of the toolkit.

If you choose to donate to any of these organizations, we take full responsibility for delivering the food to them, **AND WE WILL MATCH YOUR DONATION IN FULL.**

# PRODUCT MENU



## **9" Moravian Chicken Pie**

Hearty and filling, made from scratch, filled with shredded all-white meat chicken, and creamy stock gravy. A Moravian tradition and North Carolina favorite for more than 250 years. 32 oz / 4 servings



## **9" Chicken Pot Pie with Vegetables**

Our delicious Moravian Chicken Pie with the addition of peas, carrots, green beans, and corn. 32 oz / 4 servings



## **Baked Spaghetti**

A classic and comforting casserole filled with ground beef, red sauce and spaghetti pasta. Topped with Mozzarella & Parmesan cheese and mixed herbs. 52 oz / 4 servings



## **Vegetarian Baked Spaghetti**

A delicious and satisfying casserole filled with red sauce, spaghetti and vegetable protein. Topped with Mozzarella & Parmesan cheese and mixed herbs. 52 oz / 4 servings



## **4 pack 5" Mini Chicken Pies**

4 individual portions of our popular chicken pies. A great go-to meal for kids (and people) on the go. Available in Moravian and Chicken Pot Pie. 9 oz each / 4 per pack of one flavor



## **Cream Cheese Brownies**

A customer favorite for over 30 years these tasty, decadent brownies are swirled with cream cheese goodness. They are terrific on their own or a great ending to any one of our meals. 22oz / 1 dozen

# SOCIAL MEDIA TEMPLATES

We have found social media to be an extremely effective tool in driving sales through our fundraisers. To make things easy, we have added a few premade posts below that you can share on your favorite social media platform. We have also added several images below that you can choose from to make things more interesting! Feel free to use these posts as they are or customize them to make your own!

## Example #1:

Hey there! I am fundraising with Mrs. Pumpkin's and would love your help! I am selling Mrs. Pumpkin's delicious, scratch-made chicken pies, baked spaghetti and brownies. Each entrée feeds a family of four for only \$15-\$17! Also - if you'd like to donate an item (or multiple items) to the local community, we are taking donations and will deliver them as well.

# SOCIAL MEDIA TEMPLATES

## Example #2:

Hello! I am fundraising with Mrs. Pumpkin's this year. I have almost hit my goal, and need your help to cross the finish line! Mrs. Pumpkin's is a socially distanced fundraiser allowing you to purchase delicious, scratch-made chicken pies, baked spaghetti and brownies. Each entrée feeds a family of four for only \$15-\$17!

## Example #3:

Have you ever tasted Mrs. Pumpkin's delicious scratch-made chicken pies?! If not, you're in luck! I am fundraising with Mrs. Pumpkin's and would love your help. Through this fundraiser you can purchase chicken pies, baked spaghetti and brownies. Each entrée feeds a family of four for only \$15-\$17! Also, if you'd like to donate an item (or multiple items) to the local community, we are taking donations will deliver to them as well.



# SOCIAL MEDIA TEMPLATES

## Example #4:

If you love Mrs. Pumpkin's scratch-made chicken pies, then I have some great news for you! I am fundraising with Mrs. Pumpkin's and would love your help! Through this fundraiser you can purchase chicken pies, baked spaghetti and brownies. Each entrée feeds a family of four for only \$15-\$17!

## Example posted by a previous fundraising coordinator:

Local friends who need dinner (yes, I'm talking to all of you :). (Insert name) is selling Mrs Pumpkins gourmet freezer meals to support her (team/organization). They are a super active group of girls and they know you need food delivered because your families are demanding to be fed CONSTANTLY! They have chicken pies, spaghetti dinners, and delicious brownies, load up your freezer because this is a great deal. All items are \$15 or 3 for \$42 (except the 5" chicken pies- they are delicious and are 4 for \$17). These meals are made locally by Mrs. Pumpkins, a scratch-made bakery and gourmet kitchen in Winston Salem. They will be perfect to have on hand for easy family meals. (insert name) is taking orders now and will deliver to your porch (insert date). Also - if you'd like to donate an item (or multiple items) to the local community, we are taking donations will deliver to them as well. Thank you!

# SOCIAL MEDIA/EMAIL PHOTOS





# SOCIAL MEDIA/EMAIL PHOTOS



# DONATION GROUPS: MORE INFO

Wake Forest University Chaplain's Office Emergency Fund: The Chaplain's emergency fund was created to help Wake Forest faculty, students, staff, and their families, in times of need. This also extends to employees of Graylyn , Wake Downtown, and all contract workers.

Samaritan Inn: Samaritan Inn is a homeless men's shelter in downtown Winston Salem that provides shelter for up to 90 days for those in need, and provides year round meal service.

Senior Services Center - Meals on Wheels: Meals on wheels provides hot meals, frozen meals, and groceries to homebound seniors over 60 in the Winston Salem area.