



# GOOD FOOD DESERVES TO BE SHARED

SUPPORT YOUR COMMUNITY WITH GOOD FOOD

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**COORDINATOR FUNDRAISER TRAINING MATERIALS**

E P I C U R E™

# YOUR STEP-BY-STEP GUIDE: FUNDRAISING SUCCESS WITH EPICURE

1. Set goals! Determine what your fundraising goal is and how many sellers you have or need. This way, we can calculate how many collections each participant needs to sell to reach your goal. This will help set expectations and help create mini goals with each of your canvassers.
2. Have a team meeting with all your participants and educate them about the order form, the collections and how to reach out to their community. You'll want to review the prices, and provide scenarios when going door-to-door in case they aren't sure what to say.

3. Share ideas with your participants on how they can fundraise:

- › To individuals—Members of your group can take the Fundraiser Order Form and Envelope door-to-door in their neighborhood, make phone calls, or send out a group email to promote the fundraiser. Money is collected at the time orders are placed—cash or cheque, and collections will be delivered at a later date.
- › At a group function—Your organization can set up a table and collect orders at your next event. Consider sampling the collections at the event, which will increase your orders. You may choose to pre-order Fundraisers to have some on hand to sell at your group event. Consult your Independent Epicure Consultant to determine what you will need for your group. Depending on funds available, some groups choose to purchase two or three dozen Fundraisers and then take orders for more.
- › In the local mall—Most malls allow charitable organizations to set up a table free of charge. Representatives of your organization can sit at the table and collect orders. You can choose to sample the collections or showcase the boxes for increased sales if your local health code will allow this.

**TIP:** If you choose to set up a table at the mall, we suggest you pre-order Fundraisers to sell on the spot. You will maximize your earnings if Customers can purchase the Fundraisers right away. This also eliminates the need for collecting addresses and contact information. Consult your Independent Epicure Consultant to determine what you will need for such an event and to learn proper Food Safe food handling techniques.

- › On-site sampling—Your organization can pick a day to have samples at your location. Let parents sample the collections as they bring their children to school or watch the hockey game. Have an order form at your stand ready to be filled, or let people know they can order the Fundraiser Collections from their child or whomever is selling the Fundraisers. Connect with your Independent Epicure Consultant to determine what you will need for on-site sampling.
4. Once the Fundraiser is complete, as the coordinator, you will be responsible for collecting all the order forms from your participants. Once collected, you will give these forms to your Independent Epicure Consultant and they will submit the order.
  5. After the order is submitted, it will be delivered to one person, either you or the Independent Epicure Consultant. Who will receive the delivery should be decided at the beginning of the Fundraiser, so that distribution can be implemented into the overall planning. An estimated date of delivery will be given once the order is submitted and the Order Form and order submission date has been decided (look at Creating Your Fundraising Timeline on page 4).
    - › If you are to receive the order, be sure to coordinate volunteers to help with sorting orders, and possibly delivery. If you do not plan to deliver each collection, have a pick-up location instead and communicate this with the buyers once the order is in.
  6. After the order is submitted, Epicure's Home Office will send your organization a cheque of 40% of the total funds raised. Note: processing can take up to a week, and then another week or longer for mail (depending on your organization's location.)

# FUNDRAISER FAQ

## HOW MUCH WILL OUR ORGANIZATION EARN?

With every collection sold, your organization will earn 40% of the funds raised.

## HOW WILL WE RECEIVE OUR RAISED FUNDS?

At the end of the Fundraiser and after the order has been submitted, Epicure's Home Office will mail you a cheque for 40% of the total earnings. After processing and mail, you can expect your cheque about two to four weeks after order submission.

## HOW LONG SHOULD MY FUNDRAISER LAST?

We recommend two weeks with three full weekends in order to maximize your funds raised. A two-week Fundraiser will also keep your participants motivated, as after two weeks, your sellers can lose interest in fundraising, or push off fundraising as they think they have more time to complete.

## HOW ARE ORDERS DELIVERED?

The orders from your Fundraiser can only be delivered to either you or the Independent Epicure Consultant. This should be decided before the start of your Fundraiser so delivery can be implemented into your fundraising planning.

## WHEN WILL ORDERS BE DELIVERED?

Once you have sent all the order forms and money to the Independent Epicure Consultant, they will submit the order and give you an estimated delivery time.

## HOW IS MONEY COLLECTED?

Money is collected at the time the order is placed. The customer can either pay with cash or cheque. All cheques must be payable to the Independent Epicure Consultant.

## WILL WE HAVE TO PAY TAXES AND SHIPPING ON TOP OF THE COLLECTION PRICE?

All Collection prices include a beautiful gift box, shipping and taxes.

# FUNDRAISER TIMELINE

## SELECT FUNDRAISER START DATE:

Start Date:

## 4 WEEKS PRIOR TO THE START DATE:

- Meet with your organization to see who will assist with the Fundraiser.
- Ask for volunteers.
- Create your fundraising goals.
- If applicable, determine criteria and prizes for top sales.

4 Weeks Prior Date:

## 2 WEEKS PRIOR TO START DATE:

- Have a meeting with your participants.
- At the meeting hand out the order forms, and letter templates (teacher to parent, organization to parent, parent to neighbour, whichever is applicable)

2 Weeks Prior Date:

## ONE WEEK INTO FUNDRAISER:

Track your progress and let everyone know how well sales are going.

1 Week Date:

## LAST WEEK OF FUNDRAISER:

Send a letter or email to let everyone know that they have 4 days left to fundraise. Remind them when orders are due and where or who they should turn in their Order Forms.

Last Week Date:

## ORDER FORMS DUE TO ORGANIZATION:

This date may be different than your Fundraiser end date, if you choose. This date should not be any later than one week after the Fundraiser has ended. Note – All money must be turned in with the Order Forms, and all cheques must be payable to the Independent Epicure Consultant.

Order Forms Due Date:

## ORDER FORMS DUE TO INDEPENDENT EPICURE CONSULTANT:

This is the date your organization will turn in all Order Forms to the Independent Epicure Consultant.

Order Forms Due to Independent Epicure Consultant Date:

## ORDER DELIVERY DATE:

This is an estimated date that orders will either be delivered to the organization or the Independent Epicure Consultant. Note – Orders can only be delivered to one location.

Estimated Order Delivery Date:

# SELLING INSTRUCTIONS FOR PARTICIPANTS

**Share this step-by-step guide with your participants, insert it in their Order Form when you hand it out, and be sure to include the PARENT TO FRIEND/NEIGHBOUR letter in the order form.**

- Step 1: Make sure the “PARENT TO FRIEND/NEIGHBOUR” letter is in your Fundraiser Order Form. Review this sheet and use it as a guide or script on what to say when you go door-to-door to sell the Fundraising collections.
- Step 2: Show the Order Form to your neighbours and friends, go over the three different collections, their prices, that they arrive in a decorative gift box, and that with every purchase, your organization will receive 40% of the funds raised.
- Step 3: Share that Epicure is driven to help people connect over good food that is healthy and delicious. Mention that Epicure is:
- » 100% gluten-free
  - » Non-GMO certified
  - » All products are produced in a nut-free facility
  - » And that Epicure has a Never Ever List containing over 100 ingredients that will never be found in our products, such as high-fructose corn syrup, MSG, preservatives and more.
- Step 4: Collect money from your friends/neighbours at the time you take their order. Note: All cheques must be payable to the Independent Epicure Consultant.
- Step 5: When your friend/neighbour makes a purchase of a collection, inform them they should allow for 2-4 weeks for them receive their collection after the fundraiser has ended. And that either the organization or the Independent Epicure Consultant will have their product (this will be decided between your Fundraiser Coordinator and the Independent Epicure Consultant.)
- Step 6: After canvassing door-to-door, make note when your money and Fundraiser Order Forms are due to your fundraiser coordinator. Be sure to hand in your Order Form on or before this date.

Have questions? Contact your fundraiser coordinator (*insert coordinator's name*) at (*insert coordinator's phone number or email address*) or your Independent Epicure Consultant (*insert Independent Epicure Consultant's name*) at (*insert Independent Epicure Consultant's phone or email*).

# FUNDRAISING TEMPLATES: LETTER/EMAIL

Use these letters or emails as a great way to introduce the three different Epicure Fundraising Collections: Extraordinary Trio, Weeknight Dinner and Healthier Desserts. If sending out as a letter, we suggest you print it on your organization's letterhead. All letters can be edited to suit your organizations need, but we provided a few examples for you to get started.

## TIMING - THERE ARE TWO WAYS YOU SEND OUT THESE LETTERS OR EMAILS:

- Send out this letter/email one week prior to sending out the Order Forms  
OR
- Send out it out along with the Order Form

TIP: Insert the "PARTICIPANT TO FRIEND/NEIGHBOURHOOD" letter in the participant's order form! This can be used as a script they can pull out when canvassing door-to-door, or as a good reference before they approach a neighbours door.

**Note:** If you choose to send emails, you can send out a quick follow up as a reminder that the Fundraiser will soon be over, and to get your orders in by \_\_\_\_\_ date.

## TEACHER TO PARENTS

*(Date)*

Dear Parents,

Our class is participating in a Fundraiser to raise money for *(name the item(s)/ trip/cause/etc.)*. This year, we are selling a selection of 3 healthy and delicious collections from Epicure.

Epicure is driven to help people reconnect by sharing good food, that is healthy and delicious. We will be selling three versatile fundraising collections from Epicure, their: Extraordinary Trio, Weeknight Dinner and Healthier Desserts. The Fundraiser Collections sell for either \$20 or \$25 and with each kit sold, our class will make 40% of the funds raised.

The Fundraiser will begin *(insert date)* and end on *(insert end date)*. Order forms will be sent home with your child on *(insert date)*.

Our goal is to sell *(X units, or make X dollars)* in order to *(insert what funds are for)*. You can help your child achieve our goal by:

- Purchasing your own delicious, versatile collection.
- Helping your child connect with other potential Customers – particularly friends, relatives, neighbours, coworkers and other community members you may meet with on a regular basis.
- Walking door-to-door with your child to help them sell Fundraiser Collections in your neighbourhood.
- Volunteering to help sell Fundraiser Collections at an event or location we may organize.

Thank you in advance for supporting your child to reach our fundraising goal!

Sincerely,

*(Teacher's name)*

## ORGANIZATION TO PARENTS

*(Date)*

Dear Friends,

Our organization *(OR, name of the organization)* is participating in a Fundraiser to raise money for *(name the item(s)/trip/cause/etc.)*. This year, we are selling a selection of 3 healthy and delicious collections from Epicure.

Epicure is driven to help people reconnect by sharing good food, that is healthy and delicious. We will be selling three versatile fundraising collections from Epicure, their: Extraordinary Trio, Weeknight Dinner and Healthier Desserts. The Fundraiser Collections sell for either \$20 or \$25 and with each kit sold, our organization will receive 40% of the funds raised.

The Fundraiser will begin *(insert date)* and end on *(insert end date)*. Order forms will be sent home with your child on *(insert date)*.

Our goal is to sell *(X units, or make X dollars)* in order to *(insert what funds are for)*. You can help your child achieve our goal by:

- Purchasing your own delicious, versatile collection.
- Helping your child connect with other potential Customers – particularly friends, relatives, neighbours, coworkers and other community members you may meet with on a regular basis.
- Walking door-to-door with your child to help them sell Fundraiser Collections in your neighbourhood.
- Volunteering to help sell Fundraiser Collections at an event or location we may organize.

Thank you in advance for supporting our Fundraiser to reach our goal!

Sincerely,

*(Leader's name)*

## PARENT TO FRIEND/NEIGHBOURHOOD

*(Date)*

Dear *(insert name of friend OR if to neighbours, neighbour),*

My child is participating in a Fundraiser to raise money for *(her/his)* *(name the item(s)/trip/cause/etc.)*. Our goal is to *(input X amount of kits you'd like to sell)*, and we are selling a selection of 3 healthy and delicious collections from Epicure.

Epicure is driven to help people reconnect by sharing good food that is both healthy and delicious. Their products are 100% gluten-free, Non-GMO certified, and produced in a nut-free facility. And they have a never ever list that contains over 100 ingredients and chemicals that you will never find in their products, like high-fructose corn syrup, preservatives, artificial colours or flavours, MSG, and many more.

The Fundraiser Collections sell for either \$20 or \$25 and with each kit sold, our organization will receive 40% of the funds raised. We will be selling three versatile fundraising collections from Epicure: Extraordinary Trio, Weeknight Dinners, and Healthier Desserts.

You can place an order through my child *(insert name)* and can pay by cash or cheque. The Fundraiser will run until *(insert end date)*.

Thank you in advance for supporting our Fundraiser to reach our goal!

Sincerely,

*(Parent's name)*