



2017 FUNDRAISER
COORDINATOR HANDBOOK



2017 FUNDRAISING PROGRAM

{EARN 35% ON GROUP SALES}

The success of Stapleton Sausage is no family secret.
We use fresh spices, lean cuts of meat and quality local ingredients
to produce our handmade sausages your family will love.

Each package of sausage serves four adults, with four individual sausage
links or a sausage coil for our award winning South African Boerewors.

Our sausage is sold frozen to preserve the fresh ingredients.

BENEFITS OF PROGRAM

Make an average of 35% on group sales

No additional mark up on retail pricing

Local handmade BC product

12 types of delicious sausage to choose from

Popular tasting packs to make decisions easier

Private tasting party for fundraising coordinators

Top seller incentives & referral program

Orders ready for delivery within 10 days

STAPLETON SAUSAGE Co.

Maria Koehn | Fundraising Coordinator

maria@stapletonsausage.ca



1. PLANNING YOUR FUNDRAISER

- **APPLY** – Please fill out the [FUNDRAISER APPLICATION ONLINE](#). Sharing details about your organization helps us support your fundraising goals. What are you fundraising for? What is your fundraising goal? How many potential sellers are in your group? How soon do you need to start your fundraiser? Where would you like the order delivered?
- **APPROVAL** – Our Fundraising Coordinator will contact you within 48 hours of submitting your application to answer any questions you have and learn how to best support you.
- **CUSTOMIZED** – All our fundraising forms are customized for your group and emailed to your fundraising coordinator. This sales kit includes the following 4 documents:
 - Stapleton Sausage Menu + Fundraiser Details – The menu includes the sausages available to order with listed ingredients. The fundraising detail page includes your coordinator contact information, order due date and pick up.
 - Fundraiser Order Form – Each individual fundraiser collects orders using the group’s customized Fundraiser Order Form. These order forms with pre-payment will be submitted to your fundraising coordinator by the order due date.
 - Group Order Form – The group’s fundraiser coordinator will organize each seller’s TOTAL order on this Group Order Form which will calculate the total order and payments collected.
 - Incentive Program – Sales incentives are available to groups when a minimum wholesale order is met. We can work with you to create an incentive program to help motivate your group and reward the Top Sellers when sales targets are reached.

2. PRINTING + SHARING YOUR SALES KIT

Once you receive your Custom Sales Kit:

1. **PRINT** - the Fundraiser Details + Menu **double sided** and the Fundraiser Order Form to distribute to each seller.
2. **SHARE** - PDF versions are available to send by email to help make it easier for sellers to share with family and friends.
3. **DOWNLOAD** - Fundraising order forms are also available to download on our website under [FUNDRAISING RESOURCES](#) if sellers need to access the form to collect orders.

3. COMMUNICATE WITH SELLERS

- **INCENTIVES** – If your group will be part of an Incentive Program please share your sales targets and awards levels to help motivate your group.
- **COLLECT PAYMENT** - Please collect cash or cheque for all orders in advance. Details for who the cheques will be made out to will be listed on your order forms. Stapleton Sausage receives one payment from the organization placing the fundraising order.
- **ORDER + DELIVERY DATES** – Each organization decides on the best date to submit their group order by. We recommend collecting orders over 1-2 weeks. Once we receive an order we require 10 DAYS to fill and deliver the order on your scheduled delivery date.

4. SUBMITTING THE GROUP ORDER

Once you have received the Individual Order Forms from your sellers, enter seller's TOTAL ORDERS into the [Group Order Form](#). This form is an excel spreadsheet that calculates the total orders and pre-payment collected. Save and send the completed group order form to info@stapletonsausage.ca. Please keep the individual order forms as you will need to return these to each seller with their sausage orders on delivery day for distributing.

5. IMPORTANT DETAILS FOR DELIVERY + DISTRIBUTION OF FROZEN PRODUCTS

- **RECEIVING PRODUCT** - Your group Fundraising Coordinator is responsible for receiving and paying for the invoiced order on delivery day.
- **FREEZER DELIVERY** – Depending on the size of the order your group may need a freezer to hold product on delivery day. Stapleton Sausage has freezers available if needed that we will deliver product in.
- **VOLUNTEERS** - Start organizing your core group of volunteers to help sort and distribute the frozen product quickly on delivery day.
- **GLOVES** - Sorting + Packing frozen food means your finger tips get COLD. Please make sure all volunteers bring gloves on delivery day to keep their hands warm
- **COOLERS** – Medium to Large rolling cooler chests are recommended when sellers pick up their orders to keep product frozen until they can be delivered or transferred to a freezer for storage.

THANK YOU FOR YOUR INTEREST IN OUR FUNDRAISING PROGRAM.

WE LOOK FORWARD TO WORKING WITH YOUR GROUP!

STAPLETON SAUSAGE Co.

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