



Welcome to Stoller Fundraising!

We are excited to begin your sale so that **you** can begin to reach your goals! Please use this as a checklist:

PRE-SALE

- **GET READY-** Using your information packet, make yourself familiar with the products so you can answer any questions that may arise!
 - **DOWNLOAD, CUSTOMIZE, AND PRINT OUR TOOLS FOR SUCCESS!!** – Visit our [download section](#) on our website to find these tools. Contact your Stoller sale reps for any assistance.
 - **SAMPLE-** Have you asked us about providing samples at a parent event during your sale? Our *Butter Braid*® pastry and cookie samples will boost your sales dramatically!
-

KICK-OFF

- **KICK START** - Plan for an enthusiastic presentation by you or someone in your organization. Stoller Fundraising would be willing to help jump start your fundraiser with excitement – just ask!
 - **SHOW IT OFF** – **Hang the posters** you receive in high traffic areas throughout your facility. Make sure sale dates are listed on the posters.
 - **TASTE IT-** Your kick-off event is a great time to provide samples of *Butter Braid*® pastries!
 - **SHARE THE GOALS-** Hand out our brochures and stress your goals. Remind your participants of the contact information in case they have questions.
 - **MOTIVATE-** Communicate your prize plan to the group providing incentive and motivation!
-

SELL

- **EMAIL-** If possible, send out promotional email to staff, parents, group members and community. Communication leads to higher sales!
 - **INTERNET-** Post fundraiser info on your website, in your newsletter, on your Facebook page (we can provide you with a post- just ask), twitter, email blast, telephone communication chain or in community forums. Create excitement!
-

MID-WAY

- **CHECK IN TIME-** Go to www.stollerfundraising.com and download our [Mid-Sale Letter](#). Customize, print, and distribute or email this letter to your group, creating urgency to keep selling to reach your goals!
-

END OF SALE

- **COLLECT-** Collect the order forms. You may want to enlist the help of a few volunteers to make sure the columns are totaled correctly and that the correct amount of money has been collected. See the [order submission checklist](#) online, which is also attached to the priority envelope we gave you with the brochures.
 - If you have not qualified for our free tallying service (if you requested less than 50 brochures), you should have received an email at the end of your sale with the link for you to do the self-tally/ordering for your group. Click on the link, enter each seller's order along with prizes earned, and submit when finished. Your work can be saved each time, allowing you to add orders at different times, until you submit to us.
 - **DEPOSIT-** Deposit all the sale money into your account and Stoller Fundraising will send an invoice before delivery. You will pay us with ONE CHECK AT DELIVERY.
-

DELIVERY

- **REMIND THEM-** A few days before delivery, download the [Delivery Reminder](#) form and customize date, time, and place. Distribute to your group!
 - **CHECK IT-** Have your payment ready to submit to Stoller Fundraising
 - **SET UP-** Set up tables where the products will be placed. If you did not qualify for pre-pack, we will stack the products in order listed on the brochure. Click [here](#) for extra delivery and distribution instructions.
 - **GET SUPPORT-** We will bring in your product and verify the quantities with you. Have some willing helpers to distribute products after the number of products that have been delivered are confirmed correct.
 - **CELEBRATE YOUR SUCCESS-** Follow through with your prize plan! Reward and recognize your results! Relax and celebrate! You have completed a successful fundraiser!
 - **SHARE WITH US-** Please complete our survey to let us know how we can better serve you!
-

We sincerely thank you for the opportunity to serve you and look forward to assisting you in the future!