

A QUICK SNAP SHOT OF OUR COOKIE DOUGH FUNDRAISER



Our cookie dough fundraiser is an order form drive conducted over a short period of time which ensures that it is a very convenient fundraiser for your co-ordinator. There is no money up front from you to commence the fundraiser.

We supply all the fundraising materials and incentive prizes to make it a great success:

- Colourful order forms for all of your families and supporters
- Free incentive prizes for your sellers
- Large promotional posters
- Parent letter templates
- Easy to use order tally program that automatically produces the tubs and prize order to be sent to our office
- Option of your own free online shop for your sales

ONLINE SHOP – WATCH YOUR SALES AND PROFITS GO SKY HIGH!

To complement the order forms, we can set up your very own online shop. Your families and supporters can place their order and pay by credit card through the shop, reducing the amount of money you have to collect and bank. We're finding that sales are increasing substantially for our customers because of the convenience of the shop.

In 2017 we are adding the "share" option where your families and supporters who use the online shop can send emails and put up facebook posts asking their friends and family to order the cookie dough. Watch your sales and profits go sky high!

QUALITY

Billy G's Gourmet Cookie and Biscuit Dough are made to exacting recipes to ensure a superb and delicious tasting product. There's nothing better than freshly made cookies and biscuits and without the mess. And we ensure value for money. Our cookie and biscuit dough can be refrozen to ensure all can be used down to the last cookie.

TASTE AND AWARENESS

We've been selling our cookie and biscuit dough for over 10 years. There is an extremely large awareness of the Billy G's brand and products in the community. Groups keep coming back year after year to run our fundraiser – in most cases their families "pressure" them to run it as our products are only available in fundraising and not in retail stores. Here are some of the comments placed on our facebook page from purchasers of our cookie dough: *"OMG! I purchased a couple of tubs of cookie dough for my sons school fundraiser at Baranduda Primary.... DELICIOUS! I wish I had have gotten more. It's so easy, fresh baked snack treats after school – we love them!" Janine McGrath*

CONVENIENCE

Everyone also love the convenience: all you need to do is thaw out the dough, scoop out and make small balls of dough, place in your oven and in 14-15 minutes you have your very own freshly baked cookies and biscuits. The aroma through your house and the taste are to die for! And you refreeze the tubs or place in your refrigerator for the next time.

REAL VALUE FOR MONEY

Your recommended selling price is only \$14-\$16 per 1kg BPA Free tub. Forty (40) good sized 25g cookies can be made from each tub. That's only 35-40c for each cookie – this is cheaper than most of the branded biscuits sold by the supermarkets – and they're freshly made, and the tubs can be refrozen. You only bake what is required with no soggy cookies or biscuits to be thrown out and wasted!

SPECIAL TREAT

Families can sit down and enjoy a special gourmet cookie treat and not be guilty about the cost. They're great for kid's parties. And your visitors will be impressed with your baking skills!

Any Questions? Please call our office on 1300 133 022
More information? www.australianfundraising.com.au
Book online: australianfundraising.com.au/book-now

THE COOKIE DOUGH FUNDRAISING PROGRAM IS AN ORDER FORM DRIVE

Q. What is an order form drive?

A. We supply free colour order forms that you hand out to your families/members and request them to sell to family, friends and work colleagues and naturally to purchase for their own family. Your families/members receive orders using the order form and also receive monies for the orders received. They in turn hand in their order form and monies to you. You bank the monies into your group's bank account. By collecting money up front from your families/members, **your profit is guaranteed and you are financially risk free.** You are not chasing people for the return of monies or merchandise.

A QUICK AND EASY FUNDRAISER

We suggest that from the date that you hand out the order forms, you provide your families/members/sellers a 2-3 week selling period. We deliver your order approximately 14 days following when you summarize your orders and fax your order to our office. Short and sweet!

HOW DOES IT WORK? IT'S EASY AS...



1. Plan your start date and book your fundraiser online at our website or phone our office for a hard copy booking form.
2. We will despatch your order forms, co-ordinator's how-to info details and promotional posters well in advance of your scheduled hand out date.
3. You hand out your order forms and accompanying parent's info letter to your members/families. The order form provides all of the information on how to bake the cookie dough, the eight (8) flavour varieties and details all of the incentive and reward prizes for your families/members.
4. Set your return date for orders and monies on the basis of a 2-3 week selling period for your families/members. You bank all of the monies into your group's bank account.
5. Summarize your orders and fax or email your order to our office.
6. We will email your invoice and liaise with you on your delivery day which is approximately 14 days following the receipt of your order. We require payment at least 14 days prior to your expected delivery date in order for us to book in the frozen trucking couriers. We despatch the free reward prizes for your sellers separately from the cookie dough delivery.
7. You don't have to worry about storing it in a freezer on the day as the cookie dough will remain frozen for several hours and the good thing is that it can be refrozen or placed in a refrigerator once your families/members get it home. It's not like a pie drive where you have to be very careful.
8. Make up your orders and hand out to some very happy people!
9. Receive accolades from your purchasers on the quality, taste and convenience of our cookie dough!!!

Should you have any questions, please do not hesitate to contact our office on 1300 133 022. Our friendly and knowledgeable team at Australian Fundraising is available to assist you every step of the way.

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COOKIE DOUGH FUNDRAISER!

Being an order form fundraiser, Billy G's is risk free and completed within 4-6 weeks.

Fundraising trends come and go, but the most reliable fundraiser in the past decade has been Billy G's Gourmet Cookie Dough. It has consistently been a top seller. Everyone loves cookies, especially freshly baked at home cookies. Our cookie dough is only available through fundraising which makes your fundraiser even more popular and successful. Choose from ten (10) gourmet cookie and biscuit doughs.

NO MONEY UP-FRONT

ORDER FORM DRIVE

RISK FREE

EASY TO SET UP AND RUN

HIGHLY PROFITABLE MAKE \$3.50-\$4.00/ TUB

AFFORDABLE & ECONOMICAL

QUALITY & CONVENIENCE

FREE ONLINE FUNDRAISING

HIGHLY PROFITABLE - MAKE \$3.50 - \$4.00 PER TUB*

With the high profit of \$3.50-\$4.00 per tub your fundraiser will be highly profitable. To maximise your sales we provide a free incentive prize program and online store for your supporters.

HOME BAKING

Billy G's Cookie Dough is a fantastic home baking product. Simply scoop dough from the tub and bake for about 14 minutes for irresistible cookies every time.

MAKE \$3.50 - \$4.00 PER TUB

QUALITY & CONVENIENCE

- Quality ingredients ensure an exceptional gourmet taste that everybody loves.
- The cookie dough is easy to distribute to your families as it can be stored without refrigeration for up to 8 hours after delivery.
- Your families can store the cookie dough tubs in their refrigerator for up to 4 weeks, or in their freezer until they are ready to bake.
- After thawing, the cookie dough can be re-frozen on a number of occasions.

QUICK & EASY FUNDRAISER

- Order form drive
- 3 week selling period
- Receive money up-front from your sellers
- Delivery 2 weeks later

AFFORDABLE & ECONOMICAL

From each 1kg tub you can bake 40 large 25g cookies. At the low suggested selling price of only \$14.00-\$16.00 per tub each cookie costs only \$0.35-\$0.40.

ONLINE SHOP

Gain higher support and sales by offering your own online shop.

BOOST PROFITS WITH OUR FREE ONLINE SHOP



Eatons Hills State School sold **1,312 TUBS**

Annandale State School sold **1,296 TUBS**

Helensvale State School sold **1,240 TUBS**

Mt Annan Mustangs FC sold **600 TUBS**

FREE INCENTIVE PRIZES FOR YOUR SELLERS!

EASY TO SET UP AND RUN

It's as simple as:

1. Select a starting date and in advance we will provide all of the fundraising materials including order forms to assist you in running your successful fundraiser
2. We will setup your free online shop
3. Hand out the order forms and run over a 2-3 week period - promote your shop through emails and social media
4. Bank the monies into your account
5. Use our online accounting program to easily record orders and prizes selected by your sellers
6. Place your order, pay the invoice and delivery will be made within 14 days
7. Hand out your cookie dough and prizes to your happy sellers

Please contact our office on 1300 133 022 for more information and a complete fundraising package.

TEN (10) DELICIOUS COOKIE DOUGH FLAVOURS

Choose from ten (10) delicious flavours including gluten free choc chunk, cheese flavoured doggie dough that your dog will love and gingerbread dough with FREE gingerbread man cookie cutters!

Product	Your Cost Inc GST	Your Selling Price RRP	Your Profit*	Cost per 25g cookie
	1kg Tub	1kg Tub	1kg Tub	
ANZAC Biscuit	\$10.50	\$14.00	\$3.50	0.35c
Caramel Fudge	\$10.50	\$14.00	\$3.50	0.35c
Choc Chunk	\$10.50	\$14.00	\$3.50	0.35c
Raspberry White Choc	\$10.50	\$14.00	\$3.50	0.35c
Triple Choc	\$10.50	\$14.00	\$3.50	0.35c
Doggie Dough	\$11.50	\$15.00	\$3.50	0.38c
Gingerbread	\$11.50	\$15.00	\$3.50	0.38c
Shortbread	\$11.50	\$15.00	\$3.50	0.38c
White Choc Macadamia	\$11.50	\$15.00	\$3.50	0.38c
Choc Chunk Gluten Free	\$12.00	\$16.00	\$4.00	0.40c

* Based on your organisation remaining under the GST threshold.

SIGNIFICANTLY INCREASE YOUR PROFIT WITH YOUR OWN ONLINE SHOP

- You have the option of your own FREE online shop.
- Online fundraising is as simple as click, order and pay.
- We now offer your members the opportunity to purchase Billy G's Gourmet Cookie Dough through your own safe and secure online shop platform.
- Results have shown that your sales and profits will increase with this new feature.
- Easier to manage, less cash to count, safe and secure, and best of all, its FREE for your group!

Online 
FUNDRAISING

Over \$500,000 of online sales in 2017!

"We were hoping to sell somewhere in the vicinity of 500 tubs of dough, we took an order of 1,296 making in excess of \$5,000. All money is upfront therefore no exposure to the P&C. Only a small number of volunteers were needed to make it all happen."

Brenda, Annandale State School

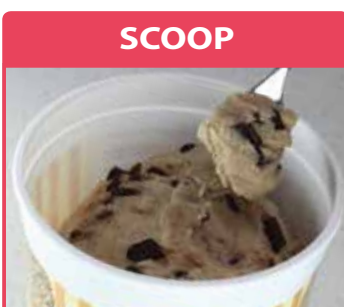
"What a difference online fundraising made. We were hoping to sell 400 tubs, we ended up selling 840 tubs and banking a profit of over \$3,000. The ease of purchasing online made it easier for both our families and our school. Thank you for an outstanding fundraiser."

Tara McKenzie

MAKES OVER
40
COOKIES



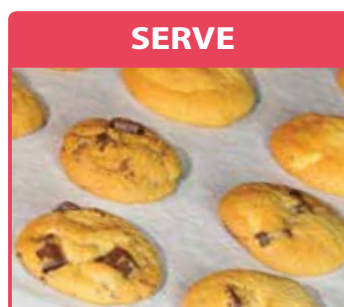
SCOOP, BAKE, SERVE & ENJOY!



SCOOP



BAKE



SERVE

Scoop out a teaspoon of cookie dough and roll into balls.

Place onto a baking tray and bake for 12-14 minutes.

Fresh cookies and biscuits, freshly baked by you!

Delicious!

gourmet cookies & biscuits baked fresh at home.

* The profit is based on your organisation being able to claim back the GST on our invoice.