



Deanan® Gourmet Popcorn
601 Toepperwein Road, Converse, TX 78109
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www.deanan.com

Gift Bag Program Tips and Pointers

You've decided to use one of the easiest and most profitable fundraisers around **CONGRATULATIONS!** We have a few suggestions to make this the easiest and most effective fund raiser you've ever had. After all, we want you to come back again next year!

YOUR FIRST STEP is to talk with your team. Whether that means getting approvals from school or league administration, or just buy-in from parents or students, it's an important part of your fundraiser's success. We'd like to send you a literature kit to help you explain our program to your group. If you already have that in hand, and still have questions, call us, or check out our web site for answers.

YOUR SECOND STEP is to order the pre-order brochures to hand out to your sales team. A good rule of thumb is to order one for every person that will be selling and add about 10% additional for extras that may be needed. You may always photocopy the order blank if needed for additional sales, but it should be attached to a color brochure to show the products to the customers.

Your THIRD STEP is to decide the following items and have them written down. It's easier to work backwards from a final delivery date, so we suggest you decide:

- a. **Your Customer Delivery Date** -- the date you'd like to deliver your order to your customers.
- b. **Your Order Arrival Date** -- The date you'd like us to have your order to you. You'll want to allow yourself at least a day to organize and assemble the gift bags. Depending on your other commitments, or when you have your selling crew available, you may need more time.
- c. **Your Gift Bag Mix** - the flavors that will be included in EACH gift bag you sell. We strongly recommend that your group decide on a single mix to be included in each gift bag.
- d. **The Selling Price of your gift bag.** This is the amount you charge your customers. Our three most popular selling prices are \$10, \$12, and \$15.
- e. **Your Money Turn-in and Order Turn-in dates.** Usually, these are the same. We've allowed you some flexibility on the pre-order form. Allow yourself time to tally your gift bag sales - or to double-check the numbers of your group tallies. Keep your selling time frame short. We recommend no more than two weeks for order taking. Encourage your sales team to get as many orders as they can at the beginning. *Sticking to your dates will be critical to your success.* If you don't, you may have orders dragging in for weeks and unhappy customers waiting for their popcorn delivery.



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- f. **The Order Taking Start Date** -- The date you'll hand out the pre-order forms to your team. We recommend you choose a time when you can go over the information with your team, and even have them fill in the form blanks to reinforce understanding and save yourself lots of time. If this is impractical, we suggest you put together a cover sheet with all the answers. This way, you'll write it up one time and explain it on paper. Include your contact information to field questions.

YOUR FOURTH STEP is to fill in the pre-order brochures or make up your cover sheet to include the following instructions: with the specifics you decided on for your fundraiser.

The medium tan colored section will be for the sales team to complete. They should fill in:

- Organization: the name of your school or organization
- Student Name: their own name
- Make Checks Payable To: to whom your customers should have the checks made out (this should be your organization, NOT Deanan® Gourmet Popcorn).
- The date orders and collected money should be turned in
- Have them fill in the selling price on the sample line so there is no confusion.
- How each Gift Bag is filled: Within the medium tan colored section is a place to list how the gift bags will be filled. Beside each flavor, include the quantity of that flavor in each gift bag. If you use our most popular mix, there will be a 1 (one) beside each of the following flavors: Carmel, Cheese, Chocolate, Salsa 'n' Cheddar, Vanilla, White Cheddar. For clarification in this example choice, you could either put an x or a 0 (zero) in the area beside the Butter flavor.
- The light tan colored section provides fifteen lines for the student to fill in with their orders.

YOUR SIXTH STEP is to total your sales. Add up the number of gift bags sold on each order blank turned in. It's a good idea to have one person working up the total and a second person checking those numbers. The total number of gift bags sold multiplied by the selling price should equal the amount of money turned in by your sales team.

FINALLY, you will place your order with us, specifying the number of gift bags, the mixture of flavors you selected to fill them, the gift bag color choices, if any, and the date you'd like your order to arrive. We can email your tracking #s if you provide your email address.

When your order arrives, take a moment to organize the cases. Open them up to count the colored gift bags. This is the best way to assure everything is there before you begin filling the bags.