



FUNDRAISING ROADMAP

1

SIGN UP

Give us a call or visit our website. Set fundraiser dates. Choose your program: traditional, online store, or both!

2

SET GOALS

Kick off your event. Hold an in-person or virtual kick-off event. Communicate goals.

3

PROMOTE

Use letters, email, web, posters, and social media.

4

SELL

Motivate and encourage. Check in often.

5

DELIVER

Submit orders and payment. Deliver the pastries!

PROGRAMS DESIGNED FOR YOU!

- ✓ High per-item profit
- ✓ Simple pricing and order forms
- ✓ Short turnaround time
- ✓ Online store — customers can order and pay online

*Your group is responsible for any taxes incurred or for having tax-exempt status

UNIQUE PRODUCTS = DELICIOUS PROFITS

- ✓ Homemade look and taste
- ✓ High-quality ingredients
- ✓ Only available through fundraisers
- ✓ Beautifully hand-braided
- ✓ Strong brand loyalty



WORDS FROM OUR CUSTOMERS:

“I have been raising funds for my school’s music program for over 20 years. Instead of several small fundraisers a year, we have gone exclusively to Butter Braid® Pastry sales and now only have one fundraiser a year because the product is so good that it sells itself!”

— Tony, Georgia

“Easiest and best fundraiser around! Anyone who has tried Butter Braid® Pastries loves them and will **order them again and again!** I love having them in the freezer and pulling them out for a special treat for my family!”

— Nadia, Pennsylvania

“This was the first fundraiser our school had done with Butter Braid® Pastries. The experience was incredible! Not only was the product amazing, but our local representative was fantastic to work with. The fundraiser went off without a hitch, and we **made a fabulous profit** for our school!”

— Beth, North Carolina

LOOK FOR THE LOGO!

If you don't see our red, blue, and yellow logo, it's not the one-and-only Butter Braid® Pastry.



SUCCESS!



REMOVE
from package &
place on baking
pan



**THAW
& RISE**
8-12 hours at
room temp.



BAKE
22-27 min.
at 325 °F



ICE
Share and
enjoy!

**EASY
TO BAKE!**

ButterBraid.com



MAXIMIZE YOUR PROFITS!

Fundraising Goal **\$2,000**

Which Way Do You Want To Get There?

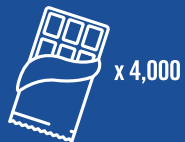


x 400

Sell **400** pastries x \$5.00* per-item profit

\$2,000 raised

OR



x 4,000

Sell **4,000** candy bars x \$0.50* per-item profit

You're looking at **10X** MORE
work for the SAME profit!

*Per-item profit is dependent on each dealership; the group may receive even MORE than \$5.00 per item which means more raised in a shorter amount of time.



SHARE THE GOOD

**WITH
BUTTER BRAID®
FUNDRAISING**

