




Classic Spirit Glow™ and Spirit Dough™ Information and Tips

Brochure programs have become a staple of the fundraising world! We want you to have fun and feel at ease during your fundraiser! We've done all the work so you don't have to! The following information will help guide you through every step of the process from preparation to finish.

Decide On A Campaign

We currently have 3 very popular fundraising campaigns available:

-  **Gourmet Cookie Dough** – Now **that's** a big cookie! One box of easy bake cookie dough comes with 48 one-ounce individually portioned cookies ready to pop in the oven and bake. Flavors include Cinnamon Oatmeal Raisin, Snickerdoodle, Classic Chocolate Chunk, Rainbow Chocolate Drop, Sugar Delight, Peanut Butter, Chocolate Chunk Pecan, White Chocolate Macadamia Nut, Orange Cream, Double Chocolate Brownie, and Oatmeal Cranberry.
-  **Classic Cookie Dough** – Cookies, Cookies, and more Cookies! These 3 pound “scoop as you go” tubs of cookie dough are enough to make 96 half ounce cookies! Flavors include Cinnamon Oatmeal raisin, Classic Chocolate Chunk, Rainbow Chocolate Drop, Double Chocolate Brownie, Sugar Delight, Snickerdoodle, Peanut Butter, and White Chocolate Macadamia Nut.
-  **Satisfy Your Senses** – This elegant candle brochure displays a variety of seasonal scented candles, reed diffusers, and room sprays for your squad to sell. The candles produce a cozy, comforting aroma and come in three sizes. The 16.5 oz. double wick candles burn for approximately 75 hours, the 11 oz. candles burn approximately 60 hours; the 8 oz. candles last approximately 50 hours. With an array of aromas, there is one for every sense and season!

Mark Your Calendars

Fundraisers are 2 weeks in duration. This allows you to turn in your orders and receive your products to distribute them to your supporters in the timeliest manner. Please keep the mailing time for your brochures in mind as you plan a date for your event so we can get them to you in time!

Call To Set Up Your Fundraiser

Once you have decided on a campaign and have chosen the dates for your fundraiser, you are almost done! Just call us at 1.800.411.4105 to set up your fundraiser! You will want to let us know the dates and campaign you have chosen, as well as how many people will be actively collecting orders. We will send you plenty of brochures to make your fundraiser a booming success!

Taking Orders

Each brochure comes with an order form. The order form is a grid located on the back of the brochure or on a separate sheet, depending on the campaign. Please feel free to make copies of the order form to ensure that you don't run out of room for all those sales!

Turning In Your Orders

Once your fundraiser is complete, it is time to turn in your orders and see how much you have raised! Simply fax your completed master order form to 1.800.411.0842 attn: FUNDRAISING DEPT and your representative will quickly contact you with your total due and the amount of money that you have earned!

Payment

Please consolidate all monies for final payment. The following forms of payment are accepted:



Cashier's Check/Money Order



Organizational Check



Credit Card – Visa, MasterCard, American Express, or Discover

Please, no multiple checks or personal checks.

Funds Raised

You will know what funds you have raised upon final payment of the fundraiser. We base your percentage earned on the following information:

% Earned by Unit Sales	
# of Units Sold*	% Profit
125 – 199	25
200 – 335	30
336 – 663	35
664 – 3,335	40
3,336+	50

***125 units required to submit order**

How can you use your funds? With Cheerleading Company, we give you the choice! You can choose either:



Cheer Gear – Use your proceeds towards a uniform and/or accessory order and get a **5% bonus on the money you have earned!** Therefore, if your group earned \$500 and you choose to use that towards an order, we will give you \$25 as our way of saying, "Thank You!" Not ready to place your order yet? That's ok! We'll credit your funds to your account until you are ready to place your order!




OR







Cash Option – Need your money right away? No problem! We'll give you fast access to that cash by allowing you to keep the percentage you have earned and pay only the balance!

Receiving Your Orders

Your order should arrive within two weeks of receipt of payment. Please have someone available for delivery of your products.










-  All orders are student packed – that means that each student's orders are delivered to you pre-packed per student for easy distribution! Simply give each student the box labeled with his or her name! It will have all of their customers' products packaged and ready for delivery!
-  Cookie dough comes frozen! Please distribute as soon as possible after arrival for freshness! The trucking company may contact you to schedule delivery. Your fundraising coordinator can give you a date for delivery within 48 hours of receipt of payment.
-  Candles are shipped to the location of your choice. Your fundraising representative can give you the estimated arrival date!

Your order will arrive with all of your student packed orders and the following paperwork:

-  Reconciliation Worksheet – Use this worksheet to report any corrections that need to be made. Detailed instructions are on this form.
-  Program Coordinator Worksheet – This report is a numerical listing of all the items ordered for your fundraiser with their quantities and retail dollar value.
-  Student Listing – This report is an alphabetical listing of all the participants and includes the number of units each one ordered along with their total retail dollar value.
-  Sales Leader Ranking – This report lists and ranks the participants by the number of items each sold along with their total retail dollar value.

Fundraising Safety Tips

Student safety is a big priority. Below are a list of fundraising safety do's and don'ts. For best results, be sure to do the "do's" and avoid the "don'ts"!

-  **Do** be safe & be smart – Use your common sense!
-  **Do** make a list of friends, family, relatives and neighbors to contact to avoid door-to-door sales to strangers.
-  **Do** ask parents to take a catalog to work.
-  **Do** call family and friends to ask them to help your group by making a purchase.
-  **Do** use the buddy system – don't sell alone.
-  **Don't** carry large amounts of cash.
-  **Don't** talk to strangers
-  **Don't** go out after dark.
-  **Do** have a great time earning lots of money for your group!

Questions or concerns

If you have questions or concerns at any time during your fundraising process, please feel free to call your fundraising representative at 1.800.411.4105. Your representative is dedicated to making this fundraiser the most stress free experience possible!

Give a cheer for all the money you will raise!