

## Butter Braid Pastry® Fundraiser

### General Information to Share and Ideas About Contacting Customers

- Pastries sell for \$14, and the group keeps \$6 each
- **7 Flavors: Four Cheese & Herb, Apple (Online Only), Blueberry & Cream Cheese, Cherry, Cinnamon, Strawberry & Cream Cheese, Caramel Rolls.** Pastries come with marinara sauce or icing and serve 11. Caramel rolls come with Caramel glaze & there are 9 rolls in the package.
- **Use the new Online Store option & share the link via email or social media. Register using the URL on your order form and then share your specific page using the buttons on the left: Facebook, Twitter, LinkedIn, WhatsApp, Messenger, or Email. Email [joan@417fundraising.com](mailto:joan@417fundraising.com) with questions.**
- Butter Braid Pastries – Made in Iowa and are not available in stores – Can only be purchased through fundraiser. Great for Holidays or Family Get-Togethers
- Pastries can be out of the freezer 2-3 hours without any problems. If you can't deliver right away, please put them back in a freezer.
- Pastries last several weeks in the freezer so customers can enjoy them when they want not because group delivered on a certain day.
- Your customers get 2 benefits:  
They help you with your fundraiser purpose.  
They get a great-tasting pastry that isn't available except through fundraising – if you got to try them, you know how great they taste!
- According to Market Research: Biggest Reason for Not Purchasing a Fundraising Item – Potential Customer Was Never Asked!! Everyone should ask at least 10 different people.
- A Youth Group member sold over 60 because his mom posted it on Facebook.
- Have your parent/guardian take the order form to work to help generate sales.
- An FFA student sold 65 because she asked family & friends (people she knew really well): “Which ones are you going to buy?” instead of “Do you want to buy?”
- One student sold over 25 because she sent the order form with her grandparents to bowling night so think of places where you or your parents go that might have potential customers.

#### Possible Approach:

My name is \_\_\_\_\_ and I'm a member of (Your Group Name). We are fundraising for (Fundraiser Purpose). This is a great opportunity, but we need help with the costs. We're selling Butter Braid® pastries which are only available through fundraising. These delicious, frozen pastries are great to have on holidays or anytime your family or friends get together. **Will you help support our group's activities?**



Have Any Questions? – Contact:  
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