

# Why Choose a Chocolate Fundraiser?

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## It's Profitable!



- 79% of school-wide fundraisers that sold a product said it was their most profitable fundraiser for the year.
- 72% of school-wide fundraisers that sold a product earned \$5,000 more in profit.
- 70% of school-wide fundraisers that repeat product sales make the same profit or increase profit year over year.

## It's Easy!



- On average, school-wide chocolate fundraisers only require 7 volunteers, while school carnivals require 59, auctions require 28, and walk-a-thons require 22.
- People prefer selling chocolate as a fundraiser. 93% of people said chocolate fundraising was a worthwhile effort.
- Fewer fundraisers are needed to reach your goals. One successful chocolate fundraiser can fund your school's needs for the entire year.

## It's Fun!



- You can personalize your fundraising cases to include the name of your organization, an image, and a special message.
- Fundraisers can be a fun, hands-on learning experience. Children gain important business skills such as goal-setting, inventory management, marketing, and public speaking with each and every sale.
- Fundraising can become a friendly competition between students, classes, or different grade levels – ultimately increasing overall profit.

# Fundraising Checklist

## Define Goals

- Determine how much money needs to be raised through fundraising: \$ \_\_\_\_\_
- Determine the number of sellers that will participate in fundraiser : \_\_\_\_\_
- Estimate the time available for completing fundraising efforts : \_\_\_\_\_

## Preparing for Your Fundraiser

- Set sale start and end dates. **Larry will create a Sales Permission Form to be signed by Parents**
- Work with your fundraising specialist, create an interesting and exciting prize program
- Meet with volunteers to discuss responsibilities and expectations
- Choose a chocolate storage area that is dry, cool, and free of pests and odors

## Chocolate Delivery

- Carefully inspect the entire delivery, note any shortages or damages on the Bill of Lading, and only sign for cases that were received
- If there are shortages or damages, contact your WFC sales rep and take pictures of the damages
- Store chocolate in your designated area until chocolate distribution

## Chocolate Distribution

- Create and distribute parent letters and permission slips
- Host your fundraiser kickoff with the support of your WFC fundraising specialist
- Communicate location and time of chocolate distribution
- Distribute to sellers with signed permission slips and keep record of what each seller receives

## During the Sale

- Communicate selling updates and, if applicable, participant competition updates
- Send out communication to participants and parents throughout the sale to maintain motivation
- Share sale details on group website and other social media outlets

## Conclusion of Sale

- Collect all funds for distributed chocolate
- Pay invoice within 35 days of chocolate delivery to receive Sellout Bonus check\*
- Implement Cleanup Sale if unsold chocolate is returned by participants
- Consult with your sales representative about any unsold chocolate and prepare any returns\*\*
- Order prizes and plan for a recognition event to distribute prizes to sellers
- Share your success with your sales rep and on social media.