

QUESTIONS & ANSWERS

Q: IS MY ORGANIZATION ELIGIBLE?

A: In order to qualify for the use of our fundraising programs, an organization must qualify as a non-profit organization and have a valid 501-3C tax exempt letter at time of purchase. (A copy of the 501-3C letter must be presented to store at time of pickup.)

Q: IS THERE A MINIMUM ORDER?

A: No. We will work with groups large and small to meet their needs for fundraising.

Q: HOW MUCH NOTICE DO WE NEED?

A: All organizations must reserve a date and time with your local store before selling doughnuts. After scheduling your pickup date and time, you may begin your sale. All doughnut orders must be placed with the store at least one week prior to your pickup date. Partnership Cards and Fundraising Certificates can be received 7-10 days after placing your order with the store. All store locations are listed at www.sweettraditions.com. We offer fundraising 7 days a week.

Q: CAN OUR ORGANIZATION PRE-SELL THE DOUGHNUTS, FUNDRAISING CERTIFICATES AND PARTNERSHIP CARDS?

A: Yes, most organizations pre-sell for 1-2 weeks before calling in their order. Please remember to schedule your date before you begin pre-selling. Pre-selling sheets are available for all fundraising programs. You may pick up the pre-sell sheets at your local Krispy Kreme store, or the store can mail you the amount you need. You may also download a pre-sell sheet from our website, www.sweettraditions.com.

Q: WHAT KIND OF VEHICLE SHOULD I BRING TO PICK UP OUR DOUGHNUTS?

A: A 14 x 7-1/2 foot trailer can hold approximately 730 dozen. An 8-foot flatbed truck can hold 300 dozen. And a mini-van with the two back seats taken out can fit 250 dozen. (We require that all doughnuts be delivered by your organization within 24 hours of pickup to ensure freshness.)

Q: HOW DO WE PAY?

A: Payment is due upon pickup. Organizations can pay with cash, credit card, cashiers check or money order. We do not accept personal or organizational checks. Krispy Kreme will not reimburse for any unsold fundraising items.

Prices and Programs are subject to change.

FOR ADDITIONAL QUESTIONS PLEASE CALL OUR
TOLL FREE FUNDRAISING HOTLINE
AT 866-3-KRISPY (357-4779).
TO PLACE AN ORDER, PLEASE CALL
YOUR LOCAL KRISPY KREME STORE MANAGER
OR FUNDRAISING AMBASSADOR .



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St. Louis, MO 63131

Sweet Traditions, L.L.C.
Licensed Franchise of
Krispy Kreme Doughnut Corp.
1555 Milled Brook, Suite Y
Wood Dale, IL 60191



NEED FUNDS?



www.sweettraditions.com



KRISPY KREME'S TRADITIONAL FUNDRAISING DOUGHNUT SALES 50% PROFIT

Through the years, our Original Glazed doughnut sales program has proven to be perfect for the fundraising needs of non-profit clubs, churches and small organizations. To get started, please call us to schedule your date, then pre-sell your doughnuts, and call in your order at least one week in advance.

**Selling Price Up To \$6.00/Dozen
or 50¢ per Doughnut**

YOUR COST \$3.00/Dozen

- Minimum order 50 dozen.

Chart Your Profits

DOZEN SOLD	PROFIT AT \$6.00/DOZEN
100	\$ 300.00
500	\$1500.00
1000	\$3000.00
1500	\$4500.00

CERTAIN DAYS, DATES AND AMOUNTS MAY BE RESTRICTED.
DOUGHNUT ORDERS LIMITED TO ONCE EVERY THIRTY DAYS.



KRISPY KREME'S FUNDRAISING CERTIFICATES ALMOST 60% PROFIT

If your organization is conducting a fundraiser within a 30 minute drive of a local Krispy Kreme shop, then you should consider our most profitable fundraising program, Krispy Kreme Fundraising Certificates.

- Your organization buys the certificates for \$2.50 and sells for up to \$6.00. Almost 60% profit.
- Your customers can redeem each certificate for one dozen Original Glazed doughnuts at any participating Krispy Kreme and get \$1.00 off a second dozen Original Glazed.
- Certificates give your customers the option to pick up their doughnuts at their convenience.
- Minimum order 50 certificates.

(MAXIMUM REDEMPTION IS 3 CERTIFICATES
PER CUSTOMER PER VISIT.)



KRISPY KREME'S FUNDRAISING PARTNERSHIP CARDS 50% PROFIT

Another option your organization can use if you are conducting your fundraiser within close proximity of a Krispy Kreme shop is the Partnership Card. This program has proven to be one of the quickest, easiest and most profitable fundraising systems available.

- Your organization sells the card for \$10.00 and you keep \$5.00.
- With the card, your customer can purchase any dozen of their choice and receive one dozen Original Glazed doughnuts FREE.
- Minimum order 50 cards.

(LIMIT 3 FREE DOZEN PER VISIT. CARD VALID FOR
A TOTAL OF 10 FREE DOZEN.)

Ask about NEW Fundraising Programs:

**Krispy Kreme Signature Coffee
Coupon Calendars
Special Doughnut Shapes**