



WE PUT THE "FUN" IN FUNDRAISING



NEED FUNDS?

Let the Krispy Kreme Fundraising Program Do the Work for You!

Did you know that Krispy Kreme doughnuts were one of the very first products available to schools, churches and other community nonprofits as a fundraising item? In the South where the company began, Krispy Kreme doughnuts have been a fundraising staple since the early 1950s, providing great profit to groups and organizations with a product that folks truly enjoy.

Krispy Kreme is a powerful brand in the fundraising world. Last year we helped schools, churches and other groups raise over \$27 million through our fundraising program. It's just hard to beat a great product, reasonably priced that provides profits of at least 50% profit in most markets.

Let us help your school, sport or other nonprofit meet its goal this year with a Krispy Kreme fundraiser. This could be the most lucrative and enjoyable fundraiser you have ever experienced.

You can order through your nearest store or on the internet. For a list of store locations and the order form go to www.Kremeworks.com.

Follow this easy "Step by Step" process!

Doughnut Day is a one-day fundraiser that can earn your organization thousands! How it Works:

- Determine how much money you need and figure out how many people will be able to help you.
- Set a reasonable and attainable goal for each person (for example, each person sells 10 dozen).
- Then follow the three easy steps below, and you'll have a fun and profitable doughnut day.

Three Easy Steps:

1. Kick off

- Schedule an activity, preferably upbeat and fun, where you announce the fundraiser and challenge everybody to participate.
- Structure the sale period to last no more than 10 days. Example: Kick it off on Friday and have the first turn-in for money and orders the following Friday with a final turn-in on Monday. This allows two weekends for sales.

2. Pre-sell

- Collect the money from customers as they order.
- Challenge everyone to reach the goal.
- Create incentives for every participant to reach individual sales goals!

3. Doughnut Day

- Order your Doughnuts for "Doughnut Day."
- Call your store to arrange for pick-up or delivery. Please see order form for store details.
- Doughnuts are made fresh and should be delivered to the customers that day or no later than the following day.
- On Doughnut Day your sale is over, and you now have your money for your nonprofit needs.

4 WAYS TO RAISE FUNDS:

1. Traditional Doughnut Sales

Krispy Kreme offers our doughnuts to non-profit groups at a reduced price, which are then resold for full retail price, or slightly higher. Pre-selling doughnuts to family, friends and neighbors or selling doughnuts at high-traffic areas such as shopping centers or community festivals can generate significant funds.

2. Certificates

Certificates are a great alternative to selling actual doughnuts. You sell certificates to family, friends and neighbors, which they can redeem for one dozen Original Glazed® doughnuts (per certificate) at any participating Krispy Kreme retail store. That way they still get the delicious Krispy Kreme doughnut experience, but can time it for the exact moment their Krispy Kreme craving hits! It also means you don't have to deal with ordering and delivering doughnuts after you've made the sale.

3. Partnership Cards

If your school or organization is within 30 minutes of a Krispy Kreme retail store, you may want to consider selling Partnership Cards as a fundraiser. With a Partnership Card, customers get a free dozen Original Glazed® doughnuts with the purchase of a dozen of their choice. Their card gets punched each time they use it, and they can use it up to 10 times (limit 3 free dozen per visit).

Please Note: Partnership cards and certificates are valid only at participating Krispy Kreme retail stores. They are not redeemable at grocery stores or convenience stores or any other location that is not a Krispy Kreme retail store.

4. Coffee

Krispy Kreme's Signature Coffees are available for fundraising in participating markets. Try one of our great coffee blends available in 12 oz. bags on their own or with our other fundraising products. When you sell Krispy Kreme Signature Coffees for your fundraising activity, your profit is \$3.00 or more per bag.

**Please submit order 1 week prior to event via fax or email. Final doughnut count is due 24 hours before event.
For any questions please feel free to contact us and thank you for your interest in Krispy Kreme!**

25 dozen combined minimum order

NEED FUNDS?

think...



Doughnut Sales



ORIGINAL GLAZED® DOUGHNUT DOZENS

QUANTITY	YOUR COST	SELLING PRICE	PROFIT AT \$10.00
25-299	\$5.25	\$10.00	\$4.75
300+	\$5.00	\$10.00	\$5.00

Partnership Cards

With this card, receive one dozen Original Glazed® doughnuts FREE when you purchase any dozen doughnuts. Valid for 10 FREE dozen. (Limit 3 free dozen per daily visit.)



YOUR COST	SELLING PRICE	PROFIT
\$8	\$16	\$8

Minimum order of 25 is required for cards. Not valid at grocery or convenience stores.

Fundraising Certificates

Each certificate is redeemable for one dozen Original Glazed® doughnuts. (Limit 3 certificate redemptions per day.)



YOUR COST	SELLING PRICE	PROFIT
\$5	\$10	\$5

Minimum order of 25 is required for certificates. Not valid at grocery or convenience stores.

Signature Coffees

Our popular Signature Coffees, sold in 12 oz. bags, are a great addition to any doughnut sale.



YOUR COST	SELLING PRICE	PROFIT
\$5.00	\$8.50	\$3.50

Minimum order of 24 is required if used as stand alone program; no minimum if included with doughnut, partnership card or certificate fundraising order.

To place your order online, visit www.krispykreme.com for details.

Pricing and profits do not reflect any applicable sales tax or delivery fees. Prices subject to change.

Pricing Effective March 2012.

