

## FREQUENTLY ASKED QUESTIONS

### WHAT IF THERE'S NO KRISPY KREME SHOP IN MY TOWN?

Sweet...people love it when you bring our fresh doughnuts to town. Your Fundraiser might raise even more dough. Delivery to you may also be possible.

### DOES IT REALLY MAKE MONEY?

Yes...lots of repeat customers continue to count on our program year after year. **Over \$34 Million** was raised last year with Krispy Kreme Fundraising!

### HOW FAST IS IT?

As little as 1 day to 2 weeks, start-to-finish! Our shop Team Members will be happy to help you with more information and free materials for your Sweet Success!

### HOW OFTEN CAN WE HOLD A FUNDRAISER?

As often as you wish – some groups hold them monthly and even weekly since Krispy Kreme is popular all year long. Repetition makes things simpler for you, too!

### WHO QUALIFIES?

Krispy Kreme's Fundraising programs assist organizations and businesses who raise funds to benefit the following types of causes: Educational, Religious, Community, or Charitable. **Learn more at your preferred shop or online.**

For qualifying fundraising groups and organizations only. Profits shown do not reflect impact from any applicable sales tax. All prices noted do not include sales tax and are subject to change. Delivery may be available with a minimum purchase. Delivery availability and charges may vary by location. Minimum purchase to qualify.



*Let's Raise Some Dough!*



Order online at  
**[krispykreme.com/fundraising](http://krispykreme.com/fundraising)**  
or contact your local shop manager.

### CONTACT:

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# LET'S RAISE SOME DOUGH!



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## Top 5 Reasons to Choose KRISPY KREME FUNDRAISING

- 1 PROFITABLE**  
Average 50 - 60%+ profit margins...many groups easily raise hundreds to thousands of dollars!
- 2 FAST**  
As little as only 1 day to a week or two, start-to-finish...any time of year!
- 3 SIMPLE**  
NO warehousing, free sales materials and forms, plus great support and advice from your preferred shop.
- 4 AFFORDABLE**  
Your customers will appreciate the fact that your sale offers lower, more affordable price points.
- 5 IT'S DOUGHNUTS!**  
Many customers tell us *"it's so easy because they almost sell themselves!"*



### ONE MORE REASON

Your group can use this program multiple times during the same year to raise even more dough since Krispy Kreme is a popular treat any time.

Plus...repetition makes things even simpler for you!

## CHART YOUR FUNDRAISING PROFITS

QUANTITY SOLD	ORIGINAL GLAZED® DOZENS	VALUE CARDS	FUNDRAISING CERTIFICATES	PACKAGED COFFEE
50	\$200	\$400	\$200	\$150
100	\$400	\$800	\$400	\$300
200	\$850	\$1,600	\$800	\$600
300	\$1,275	\$2,400	\$1,200	\$900
400	\$1,800	\$3,200	\$1,600	\$1,200
500	\$2,250	\$4,000	\$2,000	\$1,500
600	\$2,850	\$4,800	\$2,400	\$1,800
1000	\$4,750	\$8,000	\$4,000	\$3,000

Using the suggested selling price for each product, your group has the opportunity to make profits suggested in the chart above.

Profit amounts exclude applicable tax or delivery charges, if any. Prices may vary in your market and are subject to change.

## CUSTOMER SUCCESSSES

### \$1800.00+ IN ONLY 1 DAY

"We picked up doughnuts on Saturday morning and had tables at 2 retail stores. 8 hours later, we had over \$1800.00 profit! Great!"  
— C. Bunch

### EXCEEDED GOAL BY 43%

"It was an easy fundraiser to organize. The pre-selling is nice so that our young and broke student chapter had no risk."  
— K. Hawks

### POLICE EXPLORERS "HOOKED UP" WITH DOUGH

"We had approximately 15 active explorers and 3 advisors selling. We set up our booth at a local store and sold all 600 dozen in 8 hours. We had positive energy flowing everywhere and used it to sell all boxes and left our town wanting more. Thank you Krispy Kreme!"  
— L. Jaramillo

Pricing effective September 1, 2015. Prices subject to change.  
Minimum order of 25 units to qualify for Fundraising pricing.

## Customize YOUR FUNDRAISER

Select One Option or Any Combination

### DOUGHNUTS

#### ORIGINAL GLAZED® DOZENS

QUANTITY SOLD	YOUR COST	SELLING PRICE	PROFIT
25-199	\$4.00	\$8.00	\$4.00
200-399	\$3.75	\$8.00	\$4.25
400-599	\$3.50	\$8.00	\$4.50
600+	\$3.25	\$8.00	\$4.75

Made locally...  
fresh for your sale.



#### CHOCOLATE ICED DOZENS, CHOCOLATE SPRINKLED, GLAZED FILLED DOZENS KREME™ FILLING, RASPBERRY, & LEMON

YOUR COST	SELLING PRICE	PROFIT
\$5.50	\$9.00	\$3.50



### VALUE CARDS

Valid for 10 FREE or DISCOUNTED offers – a GREAT value and a Fundraising exclusive!

Easy for you...plus, your customers can take advantage of special savings whenever they choose.



YOUR COST	SELLING PRICE	PROFIT
\$8.00	\$16.00	\$8.00

### FUNDRAISING CERTIFICATES

Simple fulfillment for you – plus, your customers choose to get their doughnuts whenever they want them. Each Certificate is redeemable for one dozen Original Glazed® doughnuts.



YOUR COST	SELLING PRICE	PROFIT
\$4.00	\$8.00	\$4.00

### SIGNATURE COFFEES

Doughnuts and coffee are a natural pairing. Choose from three delicious signature blends, each sold in 12 oz. bags.



YOUR COST	SELLING PRICE	PROFIT
\$6.00	\$9.00	\$3.00