

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.

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!

HOW DO WE SELL KRISPY KREME DOUGHNUTS?

The best way is to presell doughnuts to neighbors and friends. To increase your sales include the date of the sale and product information in your school, church or other available newsletter. Place alerts and reminders on your social media pages. Put up banners in appropriate locations around town. For some, pre-selling products works best – for others, getting permission to sell doughnuts you have already purchased in front of a larger retail outlet is most successful. Often groups can sell 50 – 100 boxes on a Saturday morning. **All orders, whether presold or purchased for sale at a local retail store, must be ordered 48 hours in advance.** This will allow your Krispy Kreme store to fill your order so that your doughnuts will be fresh when you pick them up.

IS DELIVERY AVAILABLE?

Delivery is available with a minimum purchase of 250 dozen. There is a \$.15 fee per dozen for delivery. Orders of 1,000 dozen or more will receive free delivery.

HOW DO I LEARN ABOUT SPECIAL OFFERS?

Join Friends of Krispy Kreme Fund Raising at www.krispykreme.com/fundraising.



Let's Raise Some Dough!



FOR MORE INFORMATION OR TO PLACE
AN ORDER IN GOLDSBORO, GREENVILLE,
OR ROCKY MOUNT, NC, PLEASE CALL

252-717-8349 or 800-822-0349 or
place your order online at www.krispykreme.com

GOLDSBORO

2607 E. Ash Street
Goldsboro, NC
(919) 735-1048

GREENVILLE

300 E. Tenth Street
Greenville, NC
(252) 830-1525

ROCKY MOUNT

969 N. Wesleyan Boulevard
Rocky Mount, NC
(252) 442-6600



LET'S RAISE SOME DOUGH!



KKD-604A-BRO-GFUND14
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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	\$212.50	\$400	\$212.50	\$150
100	\$450	\$800	\$425	\$300
200	\$900	\$1,600	\$850	\$600
300	\$1,425	\$2,400	\$1,275	\$900
400	\$1,900	\$3,200	\$1,700	\$1,200
500	\$2,375	\$4,000	\$2,125	\$1,500
600	\$3,000	\$4,800	\$2,550	\$1,800
1000	\$5,000	\$8,000	\$4,250	\$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 SUCCESSES

\$1,800.00+ 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 June 15, 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
25-99	\$3.75	\$8.00	\$4.25
100-299	\$3.50	\$8.00	\$4.50
300-599	\$3.25	\$8.00	\$4.75
600+	\$3.00	\$8.00	\$5.00

Made locally...
fresh for your sale.



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

YOUR COST	SELLING PRICE	PROFIT
\$5.95	\$9.00	\$3.05



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
\$3.75	\$8.00	\$4.25

VALUE CARDS

Valid for 10 DISCOUNTED offers – a GREAT value and 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

SIGNATURE COFFEES

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



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