

# **“STEPS TO SUCCESS”**

## **COOKIE DOUGH INFORMATION:**

This Cookie Dough Handbook is designed to help you organize a profitable Program. We have included a Step by Step plan from Start to Finish. Your dedication to this plan will ensure a successful program.

**If you have unanswered questions please call**

Your Sales Representative

Or contact Customer Service at:

1-800-940-9032

### ***Marquee***

Advertise our Cookie Dough program from the day of the kick-off through the end of the sale.

### ***Example:***

## **COOKIE DOUGH SALE IN PROGRESS**

\_\_\_\_\_ TO \_\_\_\_\_

### ***DAILY***

#### ***\*Morning***

- Remind teachers to send “Drawing Prizes” coupons to office.

#### ***\*Afternoon***

- Announce the names of the drawing winners.
- Remind students to bring “Drawing Prizes” coupons tomorrow morning.
- Distribute daily drawing prizes.

**Let the students know that additional order forms are available in the office.**

**STEP 1**                    **KICKOFF:** Explain the fund raising project to the students. All information concerning our project should be passed out at the end of this day.

**STEP 2**                    **DURING THE SALE:** Keep everyone excited! You will get out of this project exactly what you put into it!

- A. Put up posters around the school.
- B. Visit classrooms daily.
- C. Talk about special prizes.
- D. Remind everyone of the deadline (Day & Date).
- E. Pass out additional order forms as needed.
- F. Keep teachers involved.
- G. Give a good pep talk each afternoon.

**STEP 3**                    **1-WEEK REMAINING:** Send a note home to remind the parents of the date our sale ends. Use the enclosed form letter. (Attachment #1) copy the letter on colored paper.

**STEP 4**                    **SALE ENDS:** Collect the order forms. Make sure all key workers are here. **THINK POSITIVE!**

- A. Make sure each order form includes the student's name and the teacher's name. Teachers can help here.
- B. Make sure all numbers on the order form are legible.
- C. If a student fills more than one order form, staple the orders together.
- D. Make sure the bottom of each order form is totaled.
- E. In the box that the stuffed animals came in there should be a Fed-Ex box with a label. Put the order forms (divided by homeroom teacher) in the box. Call 1-800-463-3339 to have Fed-Ex pick up the orders.

**STEP 5**                    Send Parent Follow-Up Letter to parents.

**TAKE A BREAK....YOU'VE EARNED IT!!!!**

### ***Day Before Deadline***

Send home reminder notices the day before orders or money is due. (See sample on following page).

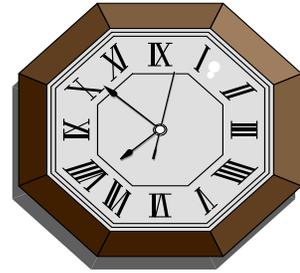
Send home on: \_\_\_\_\_

There's only a little  
time left to get your Cookie dough orders in....

Last day to turn your order in is:

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**Thank you for**  
supporting our  
fundraiser!

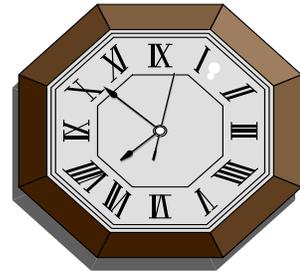


There's only a little  
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**Thank you for**  
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fundraiser!



## **END OF PROGRAM CHECK LIST**

- ❑ Check all order forms for student name and teacher name. On Pre-collect orders, make sure the amount of money the student turned in equals the number of items ordered.
- ❑ Check all order forms for a prize selection (if applicable).
- ❑ Separate orders by teacher and paper clip them together.
- ❑ You need to keep a copy of each student's order form for your records. (Optional)
- ❑ Each student's order form will be returned before Cookie Dough delivery.
- ❑ Place the order forms in the FedEx box provided.
- ❑ Attach the Pay Bill to the FedEx box.
- ❑ If your orders do not fit in the Federal Express Pak, use one of the boxes your catalogs were delivered in. You can still use the Pay Bill provided.
- ❑ Call Federal Express at 1-800-463-3339 for Cookie Dough order pick up.

## STEP 6

**LATE ORDERS:** If it is still within the processing period of your cookie dough, late orders can be received. You would need to call the office (800-940-9032) to check if the orders are still being processed. If late orders can be accepted our fax number is 423-283-8822. Please make sure all orders are totaled at the bottom of the page before faxing

**We cannot process any late Cookie Dough orders after your order has been shipped.**

## **YOUR ORDER ARRIVES**

## STEP 7

**Your order will arrive in 3-4 weeks.** Someone will call you to arrange delivery.

- A. The order will be delivered inside the building, **ground floor, one location.** **Check the order before the driver leaves** to make sure the correct number of boxes are delivered. If there is any serious damage to any boxes, be sure to indicate that when you sign for the order. The driver should also give you all of the paperwork affixed to the outside of the pallet. If you do not receive this from the driver, ask for it. You should receive a packing list and a reconciliation form like the one attached.
- B. It is best that the distribution be organized in a large area such as the gymnasium or cafeteria. Be prepared to direct the driver to a parking area as near as possible to the area where distribution will be set up. If possible, take out the center portion of the entrance door so that the pallet can be brought in as one piece. ***We suggest that you recruit two helpers per pallet if the center bar cannot be removed.***
- C. Once all of the pallets have been taken to the distributions area make a quick count of how many pallets you have received. It is not necessary at this time to count each flavor (we will cover that later). Make a note on the delivery receipt of how many pallets you receive and sign as the driver directs. He is now finished with his part and free to leave.
- D. Sort all boxes by flavor. Each box will be color-coded by flavor and should not contain more than one flavor. It is best to arrange the flavors in the same order as the student printout.
- E. You must complete the reconciliation form **BEFORE DISTRIBUTION.** Indicate in 'Qty. Received' column how many of each flavor you have received (6 units per case). Please be diligent in not allowing anyone to take any product before you have accounted for everything ordered.

## **Continued Distribution:**

- F. Begin distribution by having helpers at the beginning of the distribution line. Give each parent/student their order form and an itemized printout of their order. The parent/student then proceeds to the fulfillment line where volunteers are there to assist in helping them fill their order. Using the printout of the student's order, obtain the correct quantity of each flavor. At the end of the fulfillment line have checkers count the number of items ordered.
- G. If you need additional product it can be shipped the following week, please contact your sales representative.
- H. If you have any product not picked up on the day of distribution, **do not panic**. It is okay to leave cookie dough at room temperature up to 21 days. It can be refrigerated for up to six months and kept in the freezer for one year. The cookie dough can be thawed and refrozen over and over.

**You've Done A Good Job  
Good Luck**