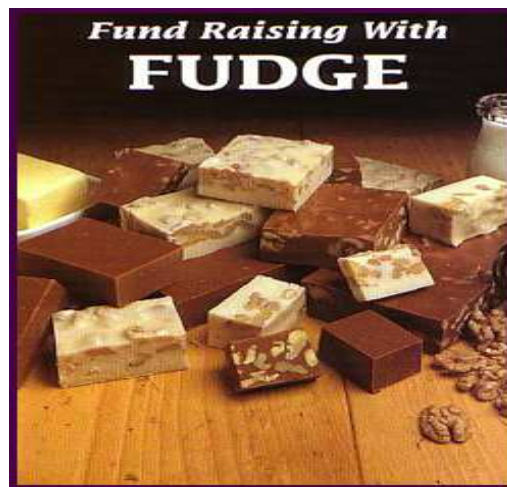




9255 U.S. HWY. 431  
Utica, KY. 42376  
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# Fundraising Program

**100% Easy. 100% Delicious.**



## Trunnell's Farm Market Fudge Fundraising Program **FUDGE SALES ITSELF**

Our program is easy to follow and includes **EVERYTHING** you need for an incredibly successful fundraising campaign! We provide a step-by-step guide that will ensure sales without the hassle.

We at **TRUNNELL'S FARM MARKET** understand that fundraising is a necessary but sometimes an unwelcome task. If your nonprofit organization is in need of funds and you would like to get started in fundraising or if you're simply looking for a new idea for this year's fundraiser, **Trunnell's Farm Market** can make it a success with its newly developed *FUDGE FUNDRAISING PROGRAM*. We have developed a program that will be highly profitable for your organization without the hassle. Fudge is a high profit generator that out performs most other fundraising products. **This program is innovative, easy, and extremely profitable which results in "True" customer satisfaction.**



*Trunnell's Homemade Fudge is made fresh daily with real **Cream** and **Butter** that has a "melt-in-your-mouth" texture. Our fudge is a gourmet product that is not commonly available, making it highly desirable and an excellent fundraiser*

## **5 Reasons to Fundraise with our Homemade Fudge:**

1. High customer satisfaction
2. Extremely Profitable and easy to sell
3. Easy to follow program that's been tried and tested
4. Supports your local community
5. The most **DELICIOUS** fudge you will ever taste



# HERE'S HOW IT WORKS

## **Hassle-Free Ticket Plan: 50% of sales goes to your organization**

If your organization is tired of the hassle and have trouble finding volunteers, you can conduct a sales campaign using our in-store ticket for ½ pound of fudge.

Your Organizations responsibilities are to:

1. Sell the ticket for ½ pound of fudge to customers (campaign for 10-14 days).
2. Send in form showing total number of sold ticket, any unsold tickets, and 50% of the value of total sales.
3. Customer brings ticket to Trunnell's Farm Market and redeems their Fudge.
4. No hassle, no deliveries, no needed volunteers

**LOOK AT THE MATH:** Your organization sells each ticket, good for ½ lb. of fudge at **Trunnell's Farm Market** for \$6.00, your organization keeps **50% = \$3.00**.

10 team members sell tickets for 10 lbs of fudge and raise \$ **600**  
20 team members sell tickets for 10 lbs of fudge and raise \$ **1200**  
40 team members sell tickets for 10 lbs of fudge and raise \$ **2400**  
50 team members sell tickets for 20 lbs of fudge and raise \$ **6000**

## **Benefits of this Fundraising Program:**

1. No up front costs.
2. Allows customer to choose their favorite of the 27 flavors we make.
3. No need to deliver orders.
4. Your job is finished at time of sale, no sorting or delivering.



# HERE'S HOW IT WORKS

## **Pre-Sell Plan: 40% of sales goes to your organization**

Your organization can conduct a two-week sales campaign taking orders for our gourmet fudge in 4 different flavors (Chocolate, Peanut Butter, Tiger Butter, and Chocolate Nut).

Your organization's responsibilities are to:

1. We will provide order forms and you will **collect the orders and money up front**(Campaign for 10-14 days)
2. Send in orders along with a check for 60% of the value of total sales.
3. We will deliver the fudge order to you\* or you may pick up the order at our market.
4. Distribute the fudge once you receive it. (usually 1-2 weeks)

**LOOK AT THE MATH:** Your organization sells each ½ lb. box of fudge for \$6.00, your organization keeps **40% = \$2.40**

10 team members sell 10 lbs of fudge and raise \$ **480**  
20 team members sell 10 lbs of fudge and raise \$ **960**  
40 team members sell 10 lbs of fudge and raise \$ **1920**  
50 team members sell 20 lbs of fudge and raise \$ **4800**

## **Benefits of this Fundraising Program:**

1. High profit potential
2. Product is made to order and incredibly fresh-unlike other fundraising confections
3. Fast turnaround and delivery

\* Minimum 50lbs for delivery, any order less than 50 lbs. must be picked up at Trunnell's Farm Market



# GETTING STARTED!

*Let us fulfill your fundraising needs!*

1. Call to book your expected campaign and to arrange an initial meeting to set all dates and answer all questions.
2. Order forms, Master sheets, or Coupons arrive approximately one week prior to start, or are given to you at initial meeting.



## CONTACT INFORMATION:

**TRUNNELL'S FARM MARKET:** 270-733-2222

Toll Free: 1-877-733-2202

[trunnellsfarmmarket.com](http://trunnellsfarmmarket.com)

[Kevin@trunnellsfarmmarket.com](mailto:Kevin@trunnellsfarmmarket.com)

**Thank you for your interest in *Fundraising with Fudge!*  
We are looking forward to hearing from you or your organization.**