



# Fundraising Chairperson's Guide

Thank you for choosing Popcornopolis for your fundraiser! Once your application is approved, there are a few steps to take that will help in the organization and planning of your fundraiser. Don't hesitate to write or call if you have any questions!

**Step 1. Establish a Timeline.** Use the grid below to help plan the key dates in your fundraiser. We have included the average time to accomplish the steps, so you can deliver your customers popcorn on-time. We recommend the fundraiser last at least 5 weeks. This would provide 3 weeks for your volunteers to sell the popcorn and 2 weeks for us to receive payment and ship the popcorn out.

**Order deadline for Christmas delivery: November 16<sup>th</sup>**

*Here are the key steps you want to consider:*

Key Steps for Success	Approximate Timeline	Fill in Your Estimated Dates
First Meeting with Team	Day 0	
Start Selling Date	Day 1	
Check-in Meeting	Day 10	
Due Date for Orders	Day 21	
Due Date to Place Orders	Day 24	
Payment Date	Day 26	
Delivery Date	Day 36	

**Step 2. Volunteer Kick-off Meeting & Follow-up.** Hold an assembly/meeting with the volunteers to inform them of the fundraiser program and the process of selling Popcornopolis. Explain your goals to the volunteers so they understand what they must do to reach it. Distribute order forms, parent letters and encourage volunteers to begin selling right away. Excitement and support is high during the first week of the fundraiser, so we encourage taking as many orders as possible during this time. Providing fundraising brochures to willing parents, so they can take orders at their workplace, can also help increase sales and support your goals.

Here are a few suggested topics for these meetings:

**KICK-OFF MEETING:**

- Review the Sales pitch "We're raising money for ( )" "Your support will help us ( )"
- Ask for sales commitment from each volunteer (each volunteer commits to X sales).
- Brainstorm and/or role-play sales approaches.
- Review the Popcornopolis Order Form and how to fill it out.
- Make sure checks are payable to your organization NOT Popcornopolis.
- Announce check-in meeting dates and target goals for each week.



**FOLLOW-UP MEETINGS:**

We recommend meeting with your group at least 2-3 times during the fundraising event. Set progressive goals for the team and spend time on less motivated volunteers to help drive participation.

- Ask the group if they are reaching their goals.
- Share success stories to encourage greater participation.
- Remind volunteers of the established goals and key dates.
- At final check-in:
  - Collect Order Forms & Money (Make sure all the forms are filled out & tallied)
  - Review Popcorn Distribution Plan

**Step 3. Celebrate! You're almost there!** At this point you have collected all the order forms from the volunteers, and are ready to process the final order with Popcornopolis. Calculate the total number of cones sold and convert into case count using the electronic order form provided by your fundraising representative.

Orders must be placed in either half or full case quantities and flavors cannot be mixed (REGULAR SIZE Caramel, White Cheddar, Kettle, Jalapeño Cheddar, Pumpkin Spice and Zebra: ½ case = 12 cones, full case = 24 cones; JUMBO SIZE Zebra: ½ case = 6 cones, full case = 12 cones.) **Popcornopolis is unable to fulfill single cone orders.** Gift baskets can be ordered individually.

Submit one order for the entire organization to fundraising@popcornopolis.com using the Fundraising Order Form, call your fundraising representative at (844) 386-3767 to submit via phone, or place your order online at popcornopolis.com/fundraising. Payment must be processed and paid in full before the popcorn can be released.

Regular Cones	1/2 Case (12)	Full Case (24)	(Avg Per Cone)
Caramel 10 oz	\$42.00	\$84.00	\$3.50
White Cheddar 4.5 oz	\$42.00	\$84.00	\$3.50
Kettle 4.5 oz	\$42.00	\$84.00	\$3.50
Jalapeño Cheddar 4.5 oz	\$42.00	\$84.00	\$3.50
Pumpkin Spice 11 oz	\$60.00	\$120.00	\$5.00
Zebra 11 oz	\$54.00	\$108.00	\$4.50
Gift Items	–	Per Item	–
5 Cone Gift Basket	NA	\$19.50	NA
10 Cone Gift Basket	NA	\$34.50	NA
Jumbo Cone	1/2 Case (6)	Full Case (12)	(Avg Per Cone)
Zebra 19 oz	\$42.00	\$84.00	\$7.00
Mini Cones	1/2 Case (6)	Full Case (6)	(Avg Per Item)
12 Cone Mini Snack Pack*	NA	\$75.00	\$12.50




\*Halloween Limited Time Offer Available Only Aug 6 - Nov 2



## Fundraising Chairperson's Guide (continued)

The chart below shows estimated shipping charges. Shipping will be charged unless the order is picked up or if you qualify for free shipping. Due to carrier policies, certain geographic locations may incur an additional handling fee. Please consult your fundraising representative for more information.

Popcornopolis Order Amount	Shipping Estimate
\$0.01 – \$110.00	\$10.00
\$110.01 – \$250.00	\$20.00
\$250.01 – \$500.00	\$40.00
\$500.01 – \$1,500.00	\$60.00
\$1,500.01 – \$2,000.00	\$130.00
\$2,000.01 – \$3,500.00	\$150.00
<b>\$3,500.01 &amp; up</b>	<b>FREE!</b> 



Every fundraising order of \$3500 or more earns **FREE SHIPPING** (and add hundreds of dollars to your bottom line)! Our top-notch logistics team will deliver your order in perfect condition a week faster than most fundraising product suppliers. Our free shipping offer will not delay your delivery schedule.

The total amount collected, minus the cost of the popcorn and the price of shipping, is the profit your organization will have made with this fundraiser.

**One Last Thing.** Consider turning your product distribution day into a **SPECIAL POPCORN EVENT** and celebrate the success of your fundraising efforts with the community that made it possible.



**Jumbo**  
(19 oz)

**Regular**  
(11 oz)

### UPSIZE and SAVE!

**Zebra® Popcorn available in Regular and Jumbo Cones.**

Although it may not look like it, our Jumbo Cone holds 75% more popcorn than our Regular Cone—an exceptional value.