

# HOW IT WORKS



#1

Give us a call, it only takes 5 minutes to get started.

#2

Figure out how much money you need, then add 20 percent as a cushion. Break that number down into how many items each player or team needs to sell to hit the goal. Now everyone knows their target, and it's easy to stay accountable.

#3

Each parent and player gets a cookie dough brochure with an order form on the back. They collect payment up front on every item ordered.



**Tip:** Leading by example is the best way to keep parents motivated.

#4

Players take orders for 10 to 14 days. Set a clear date for turning in order forms and money.



**Tip:** Ride the preseason hype to get the most out of your fundraiser. Sell too long and the excitement fades.

#5

Once all order forms and money are in, keep your \$10 profit on every item sold and simply pay us the rest.

#6

Your order ships free to your league address in 3 to 4 weeks.

#7

On delivery day, just hand out the orders. We presorted and labeled every carton with the seller's name, so it is super quick and easy.



**Tip:** Have your team mom or coach pick up the team's order for ultimate ease and efficiency.

## Good to know:

- Cookie dough stays shelf stable for 14 days after arrival.
- No risk. You only order what your players actually sell.
- No sorting. We handle that for you before shipping.