

# KRISPY KREME FUNDRAISING KIT





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## Setting up your Krispy Kreme Fundraiser

### Some things you need to know before you start.

- We have a minimum order of 20 dozen.
- Your order needs to be placed 10 days in advance.
- Deliveries and airfreight are not available on Public Holidays.
- Days surrounding Valentine's, Easter, Halloween, Christmas and pre-scheduled sale days (such as National Doughnut Day in June) are not available for any fundraising orders. Reach out to our team if you are unsure if the day you want to host your fundraiser will be available.

### Getting Started.

#### Make an account (Optional).

Head on over to <https://fundraising.krispykreme.com.au/customer/account/create/> to get the doughnut rolling.

#### Decide how to sell your doughnuts.

Before you can get started on raising some dough, you need to decide how you want to run your fundraiser. Here are three recommended options for conducting your event:

##### *Option 1: Pre-sell doughnuts prior to pick-up/delivery date.*

**Recommended**

This is by far our most popular fundraising method. Send out some order forms to the members of your community, tally up how much you need to order, and Bob's your uncle! You'll only need to order as much as you've pre-sold, and you have the funds on hand before you place the order.

To assist with determining how much to charge your customers, please refer to our recommended selling prices (see – 'Determine how much to charge', p. 4). You are free to adjust your resell prices to suit your organisation's needs.

##### *Option 2: Selling doughnuts on the day.*

Hate collecting order forms? Not a fan of trying to remember who ordered what? Already got an event on, but want to bring a bit of sweetness to it? Then this is the option for you! Simply pick what day you want to run your event, order as many as you think you can sell, and run your stall!

To assist with determining how much to charge your customers, please refer to our recommended selling prices (see – 'Determine how much to charge', p. 4). You are free to adjust your resell prices to suit your organisation's needs.

##### *Option 3: Event Catering*

If you're hosting an event that is ticketed - you can use the Krispy Kreme Fundraising Program to purchase Krispy Kreme Doughnuts, and include this in the price of your event ticket.

For example - if you are hosting a Fundraising Movie Night and expect to sell 200 tickets for \$10 each - you would expect a total of \$2000 at the end of the night and maybe some hungry guests.



By adding \$2.40 to each ticket (\$12.40 total in this example) you will have an extra \$480 to purchase 20 Dozen Original Glazed® Doughnuts for \$17 each (\$340) and making an additional profit of \$140! (and have happy Doughnut-eating Movie Guests!)

### Decide how to receive your order.

You can choose from the following 3 options below when deciding how you would like to receive your order:

#### Option 1: Click and Collect.

Available all 7 days of the week, you can pick from one of our select Krispy Kreme Retail\* locations as a pick-up point for your order.

*\*Does not include 7-Eleven, BP, Woolworths, or Jesters. Some retail locations excluded – available fundraising collection locations can be found on our website.*

#### Option 2: Delivery.

Deliveries are available Monday-Friday to select suburbs in Sydney, Melbourne, Brisbane and Perth. Our Delivery fee is a \$10 booking fee + \$1 per dozen, for a maximum of \$250. We recommend building this cost into your resale price (see – 'Determine how much to charge for your doughnuts' on p. 4 for further details).

*Please note: our delivery radius is set by our courier's capabilities. If your suburb is not available on our website for delivery, then our couriers are unable to service your area.*

#### Option 3: Airfreight.

Available Monday-Saturday, to Cairns, Townsville, Mackay, Rockhampton, and Hobart.

A freight and packaging charge of \$30 booking + \$4 per dozen will apply. We recommend building this cost into your resale price (see – 'Determine how much to charge for your doughnuts' on p. 4 for further details).

To select airfreight, select click and collect at check out and select the airport nearest you.

One of our Fundraising team members will be in touch after you have placed your order with further flight information.


Orders of over 400 dozen may be split between two flights depending on flight availability – we will reach out to you to advise if this occurs.

Krispy Kreme offers an airport-to-airport delivery service only.

Flights are subject to availability. Any changes or disruptions to flight schedules are outside of the control of Krispy Kreme. You will be responsible for contacting the Freight Carrier to follow up on any late or undelivered orders.

### Determine how much to charge for your doughnuts.

*Please note:* Costs do not include airfreight or delivery fees. For our airfreight customers, we recommend adding \$4 to your resell price to cover the airfreight fees.

Dozen	Dozen Includes	Purchase Cost	Suggested selling price	Potential profit
<b>Original Glazed Dozen</b> 	12 x Original Glazed Doughnuts	\$17.00	\$24.00	\$7.00
<b>Assorted Dozen</b> 	4 x Original Glazed, 2 x Choc Iced Ring, 2 x Choc Iced Custard, 2 x Strawberry Sprinkles and 2 x Strawberry Jam Doughnuts	\$24.00	\$34.00	\$10.00
<b>Chocolate Dozen</b> 	4 x Original Glazed, 4x Choc Iced Ring, and 4 x Choc Iced Custard Doughnuts	\$24.00	\$34.00	\$10.00
<b>Strawberry Dozen</b> 	4 x Original Glazed, 4x Strawberry Sprinkles, and 4 x Strawberry Jam Doughnuts	\$24.00	\$34.00	\$10.00



Wanting to sell individual doughnuts on the day?

Recommended selling price for the Original Glazed doughnuts is \$3.00, and for the assorted \$3.50.

### **BONUS STRUCTURE.**

To encourage and help you meet your fundraising goals, Krispy Kreme will donate 10 dozen Original Glazed FREE for every 50 dozens you purchase.

*Please note: Additional freight and packaging charges apply for free dozens, and the cost will be added to your order at check-out.*

### **Place your order.**

Once you have your final order volumes, head on over to our site to place your order. Add your product to cart, head on over to check-out and place the order!

Make sure your order is correct – once the order is placed, we can't add or remove any doughnuts from your order, no matter how big or small the change is.

### **Receive your order.**

Whether it's click and collect, delivery or airfreight, it's time to receive your order and start handing them out.

### **Funds raised!**

CELEBRATE! You've hopefully saved a dozen (or 2!) doughnuts for yourself as a much-deserved treat for a job well done.

## FAQ

### *I've created my account – what now?*

As soon as your account has been created, you are automatically approved and can start taking orders!

### *How often can I do a Fundraiser?*

A not-for-profit organisation is permitted to fundraise once a quarter, or up to 4 times a year.

### *What payment methods do you accept?*

You can select PayPal, Credit Card, GooglePay, ApplePay or Bank Transfer at check-out.

If you select Bank Transfer, payment **must** be made at least 7 days prior to your delivery or collection date. You can find the bank transfer details at the bottom of your confirmation email.

Please put your fundraising organisation name or order number as the reference, and we recommend sending through remittance to [fundraising@krispykreme.com.au](mailto:fundraising@krispykreme.com.au).

If payment is not received 7 days prior to your event, and we have not received any form of remittance or communication from you, your order will be **automatically cancelled**.

### *Can I change my order once it has been finalised?*

Once an order has been placed in our system, we are unable to make any changes to it, including but not exclusive to: order volumes, date, shipping method etc. If any details need to be changed, the only way this is possible is if we cancel your order, as described below. You will then have to place a new order, with your revised details - please note, a minimum lead time of 10 days will once again apply to your new order.

### *Can I cancel my order?*

Order cancellations are only possible if requests are received and actioned by the Krispy Kreme Fundraising team a minimum of 7 days prior to scheduled pick-up/delivery. Cancelled orders not received 7 days in advance are subject to a charge of 50% of the total purchase price; if a late cancellation request is received any time beyond 48 hours prior to the closest business day before your pick-up/delivery, the order will be treated as product forfeiture, with no refund issued.

### *I can't get a delivery quote for my area?*

There may be two reasons for this. The first reason may be that unfortunately our couriers do not service your area - you can check by reducing your cart to the minimum order quantity (20 dozen) and entering your delivery details. If only click and collect is showing up, then unfortunately our couriers do not service your area. If you have checked the above method, and a quote is showing up when you only have 20 dozen, but not when you have your full order volume, it may be that your order is simply too large for our system to provide a quote for. If you have greater than 400 dozen, you will have to reach out to our fundraising team in order for us to manually invoice you for the delivery.



## INDIVIDUAL ORDER FORM

Contact Name: .....

Customer Email: .....

Customer Phone: .....

Order details:

Dozen Type	Dozen Includes	Quantity	Price per dozen	Total Price
Original Glazed Dozen	12 x Original Glazed Doughnuts		\$24	\$
Assorted Dozen	4 x Original Glazed Doughnuts 2 x Choc Iced Doughnuts 2 x Choc Iced Custard Doughnuts 2 x Strawberry Sprinkles Doughnuts 2 x Strawberry Jam Doughnuts		\$34	\$
Strawberry Delight Dozen	4 x Original Glazed Doughnuts 4 x Strawberry Sprinkles Doughnuts 4 x Strawberry Jam Doughnuts		\$34	\$
Chocolate Delight Dozen	4 x Original Glazed Doughnuts 4 x Choc Iced Doughnuts 4 x Choc Iced Custard Doughnuts		\$34	\$
	<b>Total</b>		\$	\$

\*Fundraising dozens are already established they cannot be changed or replaced by other flavours.