



Cheesecake Fundraiser – Frequently Asked Questions

HOW MUCH TIME DO WE NEED TO DO THE FUNDRAISER?

We recommend 4-6 weeks which includes 2 weeks between your order due date and your delivery date to allow for the baking and freezing process.

WHY SHOULD MY ORGANIZATION DO A FUNDRAISER WITH YOUR COMPANY?

PETEET'S FAMOUS CHEESECAKES HOME OF THE 2 LAYER CHEESECAKE offers the perfect fundraising opportunity for any organization. Our unique product is easy to sell with little effort. This special program is a welcome change of pace from typical fundraisers!

WHAT SHOULD I TELL CUSTOMERS ABOUT YOUR PRODUCT?

Each one of our 9 inch gourmet cheesecakes has 8 servings. They are delivered frozen in freezer safe containers. We offer an assortment of flavors, including gluten free and sugar free options. Our cheesecakes are made from scratch, including the crust. All of our cheesecakes are made using Philadelphia cream cheese. No preservatives are used in our cheesecakes so they are good for 6 days in the refrigerator or 6 months in the freezer.

HOW MUCH DOES YOUR CHEESECAKES COST?

Whole cheesecakes are \$27.95 to \$29.95. Half cheesecakes are \$15.25 to \$16.25. Sugar free whole cheesecakes are \$29.95 and a half is \$16.25. Gluten free whole cheesecakes are \$31.45 and a half is \$16.45.

WHAT IS OUR PROFIT?

Your organization can make between 20%-30%. SEE DISBURSEMENT SCALE

If you sell 0-\$1500.00 your organization will receive 20% of the proceeds.

(UP TO 58 WHOLE CHEESECAKES)

If you sell \$1501.00-\$3000.00 your organization will receive 25% of the proceeds.

(BETWEEN 59 – 116 WHOLE CHEESECAKES)

If you sell anything over \$3001.00 your organization will receive 30% of the proceeds.

(ANYTHING OVER 117 WHOLE CHEESECAKES)

HOW DOES PAYMENT WORK AND WHEN IS IT DUE?

Payment is expected when your order is placed. Only cash, credit card, money order and/or company check will be accepted. WE DO NOT ACCEPT CHECKS OR MONEY ORDER FROM CUSTOMERS, ONLY FROM ORGANIZATION DOING FUNDRAISER.

WHEN AND HOW ARE CHEESECAKES DELIVERED?

Your order will be delivered frozen to your distribution site two weeks after placing order. Cheesecakes are able to be refrigerated or frozen with no flavor loss or loss of consistency.

Fundraiser Timeline

Before Fundraiser Begins

- Contact PETEET'S FAMOUS CHEESECAKES to obtain order forms and information for your fundraiser at 248-325-9244 or 248-247-4709.
- Secure dates for your fundraiser, about 2-3 weeks for the sale plus an additional 2 weeks for delivery and pick up.
- Create cover letter detailing information about your fundraiser to send home with the order forms.
- Create a volunteer list. You will need volunteers to tally orders, collect money and to help during the delivery and pick up.
- Decide whether you will offer any prizes to your top sellers for participating in the fundraiser.

Starting Your Fundraiser

- Distribute order forms with cover letters and information to all sellers.
- Inform all sellers of the 2-3 week selling period and due date of orders and money.
- Hang posters and information around the school/community about the sale.

During Your Sale

- Encourage sellers to sell to family, friends and neighbors that they know.
- Suggest that they bring order forms to work, church, etc.
- Give all sellers a reminder letter informing them of the time remaining in the sale and the time and date for order pick up.
- Remind sellers of any prizes that they could win (if you offering any)

At Sale-End

- Collect order forms and money from all sellers.
- Complete tally sheet make sure all money has be collected.
- Contact PETEET'S FAMOUS CHEESECAKES and arrange to either bring payment and tally sheet to bakery or mail a check made payable to PETEET'S FAMOUS CHEESECAKES 6548 ORCHARD LAKE RD., WEST BLOOMFIELD, MI 48322.

Delivery Day

- Make sure you have sent notices to sellers and posted signs to notify them when and where delivery pick-up is located.
- Ensure that you have enough volunteers available to help distribute cheesecakes.
- Make sure you have any supplies your volunteers may need: order forms, plastic bags, sign-out sheets, completed order forms, notebooks, pens, markers, etc.

Tips to Ensure Successful Product Pick –Up

- Be sure to attach cover letter to order forms with pick up date and time. We suggest using color paper to make sure it stands out clearly on the page.
- Decide beforehand what you will do with any remaining products (donate to shelter, food kitchen, etc) and inform all participants what will happen if they do not pick up their products and if you will refund their money or not.
- One week before delivery call or email sellers to remind them of the pick-up and encourage them to make arrangements if they cannot make it.
- About an hour before pick-up time ends, start calling anyone who has not yet picked up their orders and remind them they must do so.

Tips for a Successful Cheesecake Fundraiser

- Decide on a goal. We recommend you tell each individual the quantity they need to sell in order for the whole group to reach their goal.
- Organize. Have all of your helpers lined up before the start date. Have all materials ready to distribute.
- Communicate. Remind your team that selling to family, neighbors and coworkers is a great way to increase your profits.
- Include Information. Attach information letter to each cheesecake order form. This way each family will know the important details of the sale and what you are raising money for.
- Sell, Sell, Sell!! Keep your fundraiser sale open for about 2-3 weeks. This gives everyone enough time to sell cheesecakes.
- Inform. Let everyone know that the cheesecakes can be frozen for up to 6 months. Many people will order more knowing they can freeze the cheesecakes with no loss of freshness or flavor. Cheesecakes make wonderful desserts and gifts for all occasions.
- Remind. Send a reminder letter home half way through the sale. This will let everyone know how much time is left to sell, sell, sell!