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Kick Off Guide!

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| **Your Kick Off Guide Includes…** |
| * Steps to a Successful Kick Off |
| * Handouts – Remember to have these materials ready at the kick off. |
| * Tools to Encourage Participation |
| * Reminder Letters and Forms   + Announcement Letter   + Reminder…Order Forms are Due   + Delivery Day Reminder Notice   + Online Ordering – Include this with your order forms to help increase sales! |

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| **Steps to a Successful Kick Off** |

1. **Set a Goal & Let Everyone Know the Purpose of Your Fundraiser** – While planning, decide how much money your school/organization wants to raise and let everyone know. Once you’ve set your dollar goal, it’s easy to calculate how many items each student/member needs to sell to reach your goal.
2. **Hold the Event 1-2 Days Before Your Fundraiser Begins** – Plan a short assembly (about 20 minutes) for your students/members in the gymnasium or wherever your hold your meetings. Use a Public Announcement (PA) system if available and tell everyone why you’ve asked them to attend:

“We have exciting news! For the next few weeks, our [School/Organization] will be holding a Little Caesars® Pizza Kit Fundraiser to raise money for [PURPOSE]. Our goal is to raise [DOLLAR AMOUNT]. This means that each student/member only has to sell [x] number of items to reach our goal!”

1. **Encourage Participation**
   * Ask a question! Such as: “How many of you like Pizza?” or “How many of you like Cookie Dough?”
   * Play a trivia game! We have questions and answers already prepared, see below.
2. **Mention these facts about Little Caesars® Pizza Kit Fundraising Products:**
   * Great quality and value! When purchasing Little Caesars® Pizza Kit products, your customers are getting great tasting products from a trusted brand name and a company that has been making meals special for more than 50 years!
   * The Kits are convenient! They contain all the ingredients to make wholesome and delicious pizza, specialty breads and cookies at home in minutes.
   * It’s fun for the whole family! Kids love to help prepare the Kits, and you can make them for birthdays and special events. If your kick off is for a school or youth group, give examples of customers. Example:

“We can easily reach our goal if we sell to friends and family, such as

* + - * Mom & Dad (or the adults in the home).
      * Grandparents, aunts, uncles, close friends and neighbors you know.
      * Ask the adults at home to sell at work.”

1. **Review your Sale Dates**
   * The length of time your school/organization will hold the fundraiser.
   * The exact date your fundraiser begins.
   * The exact date order forms and payments are due.
   * The week and location of your delivery and order pick up.
2. **Provide Payment & Delivery Information**
   * Payment is collected as you take orders.
   * Checks should be made payable to the School/Organization.
   * Payment and order forms should be turned in together on the pre-determined due date.
3. **End Your Kick Off With a Q & A Session** – Ask these questions:
   * Why is the money being raised?
   * What is our $ goal?
   * How many items do each of us have to sell to reach our goals?
   * How long will our Little Caesars® Pizza Kit Fundraiser run?
   * Who can we ask to support our fundraiser?
   * When do our customers pay for their order?
   * Who are checks made payable to?
   * What date are your order forms and payments due?
4. **Thank Everyone for Attending!** Let everyone know how important they are to the success of your fundraiser!

**Other helpful hints for success:**

* Use your order form as a sales tools – show customers the variety of delicious items!
* Remember…students/members and supporters may also order online and pay by credit card. Visit [PizzaKit.com](http://www.pizzakit.com) ([PizzaKit.ca](http://www.pizzakit.ca) for Canada groups), click on Products, then *Shop for Kits* to begin ordering online. Be sure to provide the Fundraiser ID# for your fundraiser to ensure the profit for each online purchase goes back to your organization!
* Tell customers that the Kits are packaged to ensure freshness and can be re-frozen.
* Sellers should tell customers why you’re group is raising $ - it will help increase sales!
* Safety first! For your personal safety, please do not sell door-to-door to strangers. Family, friends, and neighbors-you-know only!

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| **Handouts** |

Have these materials on hand to give out to each student/member at the kick off.

* A product catalog/brochure which includes their personal tally sheet
* An Announcement Letter for your fundraiser.
* An “Awards Flyer” listing incentives that your school/organization may want to provide to individual top sellers. Examples:
  + ‘No Homework’ Pass
  + A Pizza Party for the top selling classroom
  + Movie passes
  + Gift certificates to a local restaurant or store

***Questions?*** ***Ready to schedule your next fundraiser?*** We’re here to help!  
Monday – Friday 8:30am- 8:00pm ET at 1-888-452-5487

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| **Tools to Encourage Participation** |

**Trivia Game** – A sure way to keep your audience entertained!

(✰ = Correct answer)

* On average, how many pizzas per year does each person living in the US consume?
  1. 5.5
  2. 11.5 ✰
  3. 25.5
  4. 365.5
* How many pounds of pepperoni do Americans consume every year?
  1. 252 Million ✰
  2. 25 Million
  3. 1.5 Million
* What country originated the idea of topping a pizza?
  1. Rome
  2. Italy
  3. Greece ✰
* How much money is spent on pizza in the US each year?
  1. $1.2 Billion
  2. $13.2 Billion
  3. $31.2 Billion ✰
  4. $52.2 Billion
* What two US states consider the chocolate chip cookie their “Official State Cookie”?
  1. Ohio and Michigan
  2. California and Iowa
  3. Montana and Colorado
  4. Pennsylvania and Massachusetts ✰

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| **Reminder Letters and Other Forms** |

The pages below contain letters and forms that you can print for easy distribution:

* **Announcement Letter** – Notify students/members of your fundraiser and find helpers for delivery day.
* **Reminder…Order Forms Are Due** – Give to your sellers a few days before the orders and payment are due.
* **Delivery Day Reminder Notice** – Distribute this note to sellers a few days before delivery to help ensure a smooth delivery day.
* **Online Ordering** – Include this page with your order forms and increase your outreach and sales. Ordering online is quick and easy!

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