

The Professors' Crunchy Ice Cream



Some ways to sell it!

An overview of Pre-Order fundraisers

This document explores some of the thoughts to consider when selling Crunchy Ice Cream in a pre-order or advance order fashion.

Pre-Order fundraising

What is it

People are often happy to order and pay for something before it is physically available at your location. So this fundraiser involves letting potential customers know that you have something to sell, taking orders and then organising distribution or collection when the order period is complete and the stock has arrived. Looking at it simple there are three stages;

- **The pre-order period** – The time you take orders without having stock
- **The distribution period** – The time where you distribute the actual Crunchy Ice Cream to those that ordered
- **Returns** – Returning any Crunchy Ice Cream ordered but never going to be collected

How long does it take

We would suggest that the period of time that you can take pre-orders for is best set at a maximum of one month. This means that you have plenty of opportunity to get people interested and take their orders, but not so long that people are discouraged from ordering because they have to wait too long.

After the pre-order period is complete you tell us the number of orders you have taken and we send you out the corresponding number of Crunchy Ice Creams. You then either allow the people who ordered to come and pick them up, or organise to deliver them. Depending on what you have pre-arranged with your pre-ordering customers.

Why this might suit you

If you're short on volunteers, then this is a great way to simplify your fundraiser. This takes out the guess work in how many units to order, not having to chase to get the funds from the sales back and not having to worry about setting up a stall and carting the boxes back and forth.

Deciding how many Crunchy Ice Creams to order

This is easy! We will estimate the number of Crunchy Ice Creams you may need in advance, and we finalise the number with you after the pre-order period is complete. This is the simplest fundraiser from an ordering perspective.

Preparing for your fundraiser

Here are some questions you might want to think about before preparing to hold a pre-order fundraiser;

- What is the target amount you are trying to raise? Avoid just saying "As much as possible" -Put a number to it!
- Are you going to take cash with the pre-order, on collection, or a combination?
- For the orders you have taken will they be for collection only, will you deliver them, or a combination?
- How will you track pre-orders and pick-ups, will you use the Crunchy Ice Cream template or make your own?
- How will you hold any cash collected during the pre-order / distribution period? And who is ultimately responsible for it?
- Do you require any "demonstrator" Crunchy Ice Creams during the pre-order period?
- Where will you store the Crunchy Ice Cream, during the distribution period?
- Should you do advertising when you are taking pre-orders?
- Should you do advertising when orders are ready for collection?
- Do you need to issue receipts during pre-order or distribution?
- How much will you be selling Crunchy Ice Cream for?
- How will you handle insufficient or incorrect change?
- How will you handle refusal to collect?

- Will you do discounts (Eg. Buy 3 for the price of 2) for larger sales?
- What will be your response to being asked for a sample?
- What will be your response to being asked for a money back?
- What will be your response to bargainers?
- What will be your response to donations?
- What will be your response to people forgetting they already picked up their order?
- With all the above considered, how many Crunchy Ice Creams do you have to sell to achieve your target (taking into account any payments you need to advertise, distribute, etc.)?
- If you have uncollected orders, will you try to sell them to raise a little more or return them?

Some thoughts on running the fundraiser

Here are some thoughts you might want to consider when taking the pre-orders and distributing;

- Make sure everyone that is involved in the fundraiser is aware of the answers to the questions above
- Make sure everyone is aware of the product information
- Give volunteers a cash handling demonstration before any sales commence
- Everyone taking pre-orders and distributing stock should be security conscious of the stock and cash
- Move any large amounts of cash collected to somewhere safe
- Make it fast and easy for people to order
- If your delivering orders, follow the door-to-door guidelines in our other templates to keep your volunteers safe
- Make pick-up and delivery times suitable and realistic for working families, i.e. Perhaps have an after normal business hours pick-up time
- Pre-collate pick-up orders, rather than trying to collate them when the person arrives to collect them

After the fundraiser

- Organise pick-up with us of any stock left over
- Work out how your fundraiser went according to targets and promptly publish it to your volunteers and others interested
- If your fundraising group has access to a newsletter, let everyone know how you will be spending the fruits of your fundraising efforts.