



Let's get
Fundraising!

FUNDRAISING GUIDE





FUNDRAISING

We want to fundraise with you!

For 20 years, Dulwich Bakery, a South Australian owned and operated family business, has been supplying fantastic bakery products to the South Australian community through its retail stores.

Over these years, we have supported local organisations, clubs and schools with their fundraising efforts and continue to do so. These interactions have highlighted how much time and effort is required to organise sausage sizzles, quiz nights and the like.

Our solution, is a dedicated Dulwich Bakery fundraising team, together with our online fundraising process, both created to make raising funds for your worthy cause enjoyable and FUN!

Your community will order and pay for their fundraising products through our secure website. The advantage for you the organiser, is that **YOU WILL NOT NEED TO CHASE UP ANY PAYMENTS – we manage your fundraising orders and transactions for you!**

Our products are made with high quality ingredients and are **PRESERVATIVE FREE** so you can be confident your community will receive delicious, freshly baked products.

We have 4 product fundraising choices. Two products are available all year around, being, **Lamingtons and Biscuits**. Two are seasonal, being **Easter products and Christmas**.

We have outlined the following in this document;

- 1. The Fundraising Benefit**
- 2. The Fundraising Process**
- 3. The Fundraising Categories and Products**





The Fundraising Benefit

When you fundraise with us at Dulwich Bakery

Your organisation's fundraising benefit is 30% of the total sales.

The more your community buys, the more funds you raise!

At Dulwich Bakery, we have made fundraising enjoyable and stress free. Our automated online process with all payments made through our website, has been designed to have minimal impact on you, the organiser.

What is required to set up the fundraising?

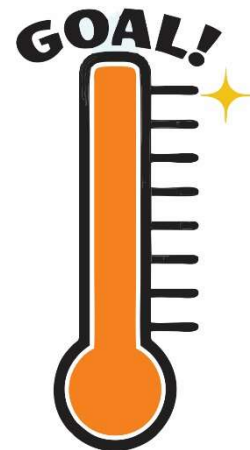
For you, as the organiser, some initial administration time is required to set up the campaign. This requires you to create a fundraising account online via our website. Our fundraising team will receive notification when your account is created and will make contact with you to discuss the details of your campaign. This time is minimal and we are here to support you in achieving your goal.

A detailed step by step **FUNDRAISING PROCESS** is outlined next in this document.

What does Dulwich Bakery do?

We provide you with the following:

- Support throughout the entire process;
- **We manage your fundraising orders and transactions for you via our website and secure payment portal - you do not need to chase up any payments;**
- Provide you with updates on the progress of your fundraising sales;
- Our team will freshly bake all your orders and package them individually for easy distribution;
- Deliver your orders to your organisation for you to distribute to your community;



We pay your organisation the FINAL fundraising benefit on delivery day!



The Fundraising Process

Our fundraising cycle is a 6 week process. This allows:

- 4 weeks for your community to make their product purchases via our secure website
- 2 weeks for us to bake your delicious orders and deliver them to your organisation.

Our fundraising is done through our secure website. What makes fundraising with us so great is that you will not need to chase up payment from your community. We manage all orders and transactions for you.

Product categories are outlined in this document. Once you have selected your fundraising category and set your start date, you are **READY TO START FUNDRAISING!** Follow our fundraising process below.

1. SET UP FUNDRAISING

Go to our website dulwichbakery.com.au | Click on FUNDRAISING > START FUNDRAISING

2. ACCOUNT CREATION

You will need to enter the following information to create your Fundraising account:

- Organisation's contact information
- Contact Person
- Fundraising Campaign Details
- Select your fundraising category
- Create your fundraising account.
- You will be emailed an activation link to activate your account.

Our team will receive notification you have created your account. We will call you to introduce ourselves, discuss your campaign and go through this process with you.

3. LOG INTO YOUR FUNDRAISING ACCOUNT

From our fundraising page, click on the person icon located at the top right corner. Enter the account email and password you created. You will then see your account dashboard.

4. FUNDRAISING DOCUMENTS & UNIQUE URL

When logged into your account click on FUNDRAISING DOCUMENTS. Here you will find your FUNDRAISING LETTER and under FUNDRAISER DETAILS your UNIQUE URL.

Fundraiser Campaign Letter | We have created this letter for you to send/email to your community. Simply fill in the required fields or you are welcome to modify it to suit your needs.

Unique URL

This link is important as it is how your community will purchase their fundraising products through our website. All orders placed and paid for through this link will go towards your organisations fundraising campaign.

We will also provide you with SOCIAL MEDIA TILES to help you promote your fundraising campaign.



5. **START FUNDRAISING**

To KICKSTART your campaign, email the fundraising letter to your community which includes your important dates, delivery information and most importantly your UNIQUE URL.

Your community can then purchase their fundraising products ONLINE through our secure website. **We manage the orders and transactions for you.**

This URL link remains open for 4 weeks for your community to purchase their products and will close on your agreed end date.

6. **TRACK YOUR CAMPAIGNS PROGRESS**

Log into your account and go to FUNDRAISER ORDERS. You can view all orders, see your SALES TOTAL and your entitled BENEFIT to date.

7. **ORDER PRODUCTION**

Once your fundraising date closes, we collate your orders and start to freshly bake them for your community. We allow 2 weeks to make all your orders and deliver them to your organisation.

8. **DELIVERY**

On delivery day you will receive each order individually boxed and labelled for you to distribute to your community. Orders will be delivered to the agreed location.

9. **PAYMENT**

We will provide you with a report outlining all your orders and your FINAL FUNDRAISING AMOUNT & BENEFIT. We will call you to arrange payment to your organisation on delivery day.

10. **HELP DESK**

If you wish, to speak to us prior to starting the process on-line, please email us and we will make contact with you, or contact us on 8243 0477.



Lamington Fundraiser

Our Lamington Fundraiser is available all year round. The fundraising process is 6 weeks.

Using our prize-winning recipe which has allowed us to win prizes in the Royal Adelaide Show, with soft sponge and delicious chocolate, strawberry or caramel coatings, covered in lightly roasted coconut, these are always a winner.

The products available from our Lamington range are:

6 PACK FINGER CHOCOLATE LAMINGTON

6 PACK FINGER RASPBERRY LAMINGTON

SINGLE SERVE CHOCOLATE LAMINGTON

SINGLE SERVE RASPBERRY LAMINGTON





Biscuit Fundraiser

Our Biscuit Fundraiser is available all year round. The fundraising process is 6 weeks.

We have more biscuits than you can throw a stick at and have selected the best-selling biscuits from our wide range for you to choose from.

The products available from our Biscuit range are:

LITTLE TEDS ~ 250g

MINI CHOCOLATE CHIP ~ 300g

VIENNESE BISCUITS ~ 380g

HONEY BEARS ~ 250g

CORNFLAKE COOKIES ~ 350G

PASSIONFRUIT KISSES ~ 380g

ANZAC BISCUITS ~ 400g

PARMESAN BITES ~ 200g

SHORTBREAD FINGERS ~ 400g

FUNNY FACE ~ Single

LEMON & ALMOND ~ 400g

GINGERBREAD MAN ~ Single

CHOCOLATE CHIP ~ 400g

MELTING MOMENTS ~ 380g

MINI ANZAC BISCUITS ~ 300g





Easter Fundraiser

These products are only available at Easter time. The fundraising process is 6 weeks.

Because these are only available once a year, they are a popular fundraising line.

We use lots of fruit in the fruited version, couverture chocolate chips which raise the flavour bar in the chocolate product, and launched last year the caramel choc chip which was an outstanding winner.

The products available from our Easter range are:

6 PACK FRUIT HOT CROSS BUNS ~ 500G

6 PACK FRUITLESS HOT CROSS BUNS ~ 400G

6 PACK CHOC CHIP HOT CROSS BUNS ~ 500G

6 PACK CARAMEL HOT CROSS BUNS ~ 500G





Christmas Fundraiser

These products are only available at Christmas time. The fundraising process is 6 weeks.

Because these are only available once a year, they are a popular fundraising line.

We have won prizes for our pudding in Royal Adelaide Show. We use real brandy and lots of fruit in the fruit cake and puddings. Over 40% of the total weight is fruit, which keeps the product really moist. We use butter in the Shortbread casing of the fruit mince pies, as well as our biscuits.

The wide variety of product give you lots of opportunity to select a product for your Christmas Day family lunch, or as a gift, or just because they taste great.

The products available from our Christmas range are:

FRUIT MINCE PIES (6 PACK) 400G

CHRISTMAS BAR CAKE 800G

CHRISTMAS PUDDING 900G

7" CHRISTMAS FRUIT CAKE 1200G

GINGERNUT DELIGHTS 400G

4" ICED CHRISTMAS CAKE 450G

TRUFFLE LOG 400G

TWINKLE STAR BISCUITS 250G

