

Westgold Butter for Better Fundraising Programme

Easy. Simple. Rewarding.

Everything you need to spread butter for better, all perfectly wrapped up into one simple package, so you can get the goal!

A golden opportunity.



Welcome.

Thank you for considering our deliciously rich and creamy Westgold Butter for your mission, we would love to help you reach your fundraising goal!

A strong community spirit is at the heart of Westgold's home on the West Coast. That's why it's important for us to do our part in supporting New Zealand non-profit organisations, schools, teams and clubs along their fundraising journeys, so they too can build strong community spirits. Inside this pack we've put together everything you need to make selling Westgold Butter easy and simple, so that you can focus on the fun stuff; selling our gold to see your gold start to pile up!

For each block of 250g butter sold at \$4, your fundraising group will receive \$1 to go toward your gold goal.



Not registered yet? Not a problem.

Head over to westgold.com/fundraising and fill out our simple sign up form to get raising!

GO FOR GOLD

Here's the story.

Fresh, natural goodness needs to be treated a bit differently to what might be familiar to you from previous fundraising efforts. Our delicious creamy butter needs to be kept chilled, so you'll be taking note of what you sell, collating the totals and then placing one big butter order which will be delivered to you on an agreed date for you to distribute to the butter buyers.

How it works.

1. Got the tools, but have you registered?

If you haven't already, register your fundraiser using the online sign up form on our website. A friendly Westgold team member will be in touch to confirm your registration and answer any questions.

2. Make the sales

Provide order forms to your school, club or organisation members. Make sure to set a deadline for when order forms must be returned.

3. Tally up

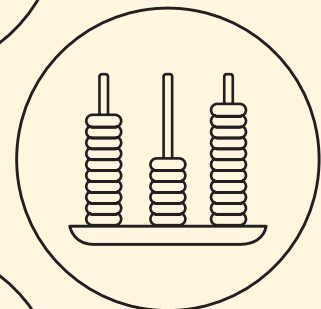
Collate the returned order forms and confirm your final butter order with us.

4. Lock it in

Make payment. Your delivery date will be confirmed at this stage. Delivery is free.

5. Get the goods

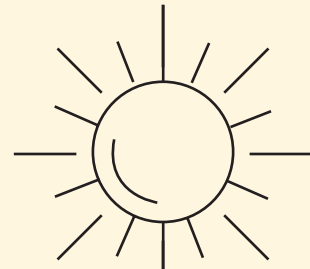
Lastly, butter arrives at your specified delivery address for distribution. Remember this is a chilled product, so distribution will need to happen on the same day to ensure that it doesn't spoil. Alternatively it can be stored in the fridge.



Need more information?

Contact fundraise@westgold.co.nz

The golden rules of fundraising.



We know that selling is an artform and fundraising doesn't always come easy. We want to see you reach your gold goal, so we've put together some tips and tricks to help you achieve it!

Plan like an expert

- **One goal for your gold**
Define your goal so that it is easy to tell people what you are fundraising for.
- **Get clued up**
Hold a meeting with your team. Explain how the Westgold fundraiser works and make sure everyone knows what is expected of them and when. Decide where and when money will be collected from the team.
- **Get motivated**
The reason for your fundraiser might be the only motivation needed, but a great way drum up more enthusiasm is to incentivise with prizes and certificates for the top sellers.
- **Equip your team**
Give each member of your team a Westgold tally sheet and a copy of the Westgold fundraiser poster; it doubles as a prompt on how to introduce yourself to potential buyers, and what to say about Westgold Butter.
- **Safety before sale**
Family, friends, workplaces and your neighbourhoods are a great place to start. Or get in touch with community events and markets to get exposure to larger crowds. Remember to always ensure parents accompany children when fundraising.

Sell like a pro

Our Westgold sales team offered up some great tips on how to sell like a pro. Here's what they want to share with you:

- 1. Have fun**
Our most important tip is to have fun. If you are doing that then there's a high chance you'll be smiling, and smiles make sales.
- 2. Master your spiel**
Start with your name and what school, team or organisation you are from. Tell people what you are fundraising for and that \$1 from every butter block will go towards it.
- 3. It's all in the detail**
Make sure you ask if they want salted or unsalted butter, or both - and how many. Use the order form to record it.
- 4. Wrap it up**
Let them know that they will be contacted when their butter has arrived, and say thank you!

**Westgold
250g Butter**

\$4 each



Support our community.

**\$1 from every block of 250g
Westgold Butter goes toward:**

.....
.....

Go on, have a heart of gold and support the
cause by contacting the person listed below:

.....
.....

Westgold Butter, born from the West Coast
is beautifully crafted with a rich, natural taste.



westgold.com/fundraising



Certificate

of Achievement Awarded to

.....

FOR

.....

.....

Date

.....

Fundraising Manager



Gold count sheet

Seller's Name:

	Full Name	Address (for butter to be delivered to)	Contact Number	Blocks Salted	Blocks Unsalted	Money Collected
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
	Tally it up:					

How about an entire carton of butter!? There's 40 x 250g blocks per carton, at \$4 per block, that's \$160 per carton.



Email 1: Outlines intention of running Better for Butter Fundraiser

Recommended timing: Send 1 week prior to start

Subject Header: We are running a Westgold Butter for Better Fundraiser!

Dear (member/volunteer/parent),

As part of our plan to raise funds for (enter cause here), we're trying something a little different with a fantastic Westgold 'Butter for Better' Fundraiser.

Westgold butter is a deliciously rich and creamy butter made right here in NZ on the West Coast. It's perfect simply on toast and used in cooking and baking.

Selling for \$4.00 per block, the 250g Westgold Salted and Unsalted butter blocks are great value and \$1 from each block sold will go to (cause).

Since the natural goodness of Westgold needs to be kept chilled, this fundraiser needs to be treated a little differently. We'll need you to collect pre-orders, submit your orders, and then distribute the butter to those who have ordered.

Keep a look out for your order form (to record pre-orders) in your email inbox on (date fundraiser begins) or you can collect one from (pick up location) from (date).

We suggest you sell to family members, work mates, friends and neighbours. For safety reasons we don't recommend involving children in selling, or if they are involved, please make sure they have adult supervision, especially if selling door to door.

Our Butter for Better Fundraiser will close on (date). Please make sure you mark this in your calendar and return your order form and money collected to (name of collector) by then. Make sure you take a copy or photo of your order form to make sure you can remember each order when it comes to distributing the butter you have sold. You'll find that the time until the closing date passes really quickly so I urge you to collect your butter orders quickly.

We'll then be in touch to let you know the date the butter will be arriving to (delivery location of butter/pick up location for distribution). It's really important you pick up the butter you have sold on this day and distribute it to those you sold it to. If you can't distribute all your orders on this day, you'll need to store the butter in the fridge until you can. So please keep this in mind when collecting your order too.

If you're unable to take part in this fundraising, please let me know no later than (date).

Fundraising activities like this make an important contribution towards improving (cause) for the benefit of (members/children). We're looking forward to a successful fundraising drive.

Thank you for your support.

(Your name)

(Contact details)



Email 2: Outlines process for sellers of Butter For Better and provides seller order form.

Recommended timing: Day fundraiser commences. Attach seller order form.

Subject Header: The process of our Westgold Butter for Better Fundraiser

Dear (member/volunteer/parent),

Our Westgold Butter for Better Fundraiser starts today! Please find attached your seller order form.

Please make sure you record every order you collect on this form. It's important to note down the buyers name, address and contact phone number so when it comes to distributing the butter you have sold, all the information is in one place.

Please make sure you return this order form and money collected to (name of collector) by (closing date and time). It's easiest if you scan or take a photo of it and email it through to (collectors email address) and bank transfer the money to: (add bank details)

We'll then be back in touch to let you know the date the butter will be arriving to (delivery location of butter/pick up location for distribution) for you to collect and distribute to those you took orders from. It's really important you collect the butter on this day and distribute it to those you sold it to. If you can't distribute all your orders on this day, you'll need to store the butter in the fridge until you can. So please keep this in mind when collecting orders too.

Please remember, if children are involved in selling, they need to do so under adult supervision, especially if selling door to door.

It is only through fundraising activities such as this that we are able to (cause) for (members/children/community).

Happy selling and thank you for your support!

(Your name)

(Contact details)



Email 3: Reminder to send in order forms.

Recommended timing: Send 1 week prior to end of fundraiser. Encourages sellers to finalise their orders or collect last minute orders.

Subject Header: Westgold Butter for Better Fundraiser ending soon

Dear (member, volunteer, parent),

There are only (x days) left until our Westgold Butter for Better Fundraiser is coming to an end.

Please make sure you have returned your order form and money collected to (name of collector) by (closing date and time). It's easiest if you take a photo of the form and email it through to (collectors email address) and bank transfer the money to: (add bank details).

If we don't receive the order form and money by this date, your orders will not be fulfilled.

We'll then be back in touch to let you know the date the butter will be arriving to (delivery location of butter/pick up location for distribution) for you to collect and distribute to those you took orders from. It's really important you collect the butter on this day and distribute it to those you sold it to. If you can't distribute all your orders on this day, you'll need to store the butter in the fridge until you can.

Thank you for your help!

(Your name)

(Contact details)



Email 4: Date for butter collection and distribution.

Recommended timing: Send once collection date of butter has been confirmed.

Subject Header: Your butter delivery date has been set - Westgold Butter for Better Fundraiser

Dear (member, volunteer, parent),

The big delivery date has been set! Your butter orders from the Westgold Butter For Better fundraiser will be available for collection on (date / time).

Please make sure you collect the butter you sold from (location) between (times). Once you collect the butter from here, it is then important you distribute it to the people you sold butter too. If you cannot distribute it to them straightaway it must be kept in the fridge. (Organisation name) will not be held responsible for butter that is spoiled because you haven't stored it appropriately.

Any questions or concerns, please let me know otherwise I look forward to seeing you on (collection day) to collect your butter.

Thank you for your help!

(Your name)

(Contact details)



Email 5: Thank you to participants and details of fundraiser success.

Recommended timing: Send as fundraiser concludes / butter has been collected.

Subject Header: Thank you for participating in our Westgold Butter for Better Fundraiser

Dear (member, volunteer, parent),

I am thrilled to announce that our Westgold Butter For Better fundraiser has been a huge success!

Through your hard work we were able to raise (\$ amount) to put towards (cause).

(\$x) represents a total of (number of product sold) sold. This is a tremendous effort and we can be very proud of what we've achieved.

I would like to thank you for all your efforts, it was wonderful to see the spirit and enthusiasm that was displayed in supporting our community.

Thank you once again,
(Your name)
(Contact details)

