

SUPPORT OUR FUNDRAISER WITH A FRUIT & VEGGIE BOX!



25% of sales goes back to:

Please place your orders by:

We're partnering with SPUD.ca to reach our fundraising goals!
You can help us by ordering a box (or 10!) of fresh fruits & veggies. Here's how:



1. Visit **SPUD.ca** and create your customer account.



2. Choose your organic produce box at **spud.ca/fundraising**.



3. At checkout, use the promo code **FUNDRAISING** and choose our group from the drop-down list.



4. Receive your order directly to your door. Order once or weekly to **continue donating!**

spud.ca/fundraising | hannah@spud.com | 403 991 2488

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25% of sales goes back to:
William Aberhart Athletics

Please place your orders by:
May 31, 2017

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HOW IT WORKS

1. Supporters visit **spud.ca** and create an account. To track individual/team sales, supporters must enter their champion's name under "delivery instructions."
2. Supporters visit **spud.ca/fundraising** and choose from a selection of organic fruit and veggie boxes. Boxes range in size and cost to suit all appetites.
3. At checkout, supporters enter the promo code **FUNDRAISING** and select your group from the drop-down list.
4. We pack all boxes and deliver them directly to supporters at home or work.
5. 25% of all sales is automatically donated back to your group! We send you a quarterly cheque and sales report.

PROMOTIONAL TOOLS

- **Campaign Calendar:** Plan the details of your promotional strategy using our campaign calendar, including dates, tasks and tools.
- **Launch Letter:** Send out a launch letter to announce your campaign and share important information with supporters.
- **Poster:** Display your fundraising poster in busy places like message boards in schools, community centres, libraries and cafes.
- **Handout:** Send handouts home with students or group members to easily share with friends, family, neighbours and colleagues. Or use for door-to-door sales in your neighbourhood!
- **Social Media Graphics:** Post information about your campaign on Facebook, Twitter and blogs.
- **Newsletter Graphic:** Insert campaign information into newsletters and e-blasts or post on your group website.
- **Events:** SPUD can help you run an event to engage supporters in person, including information booths, cooking demos, lunch & learns and more!



FAQS

WHAT IS SPUD FUNDRAISING?

SPUD Fundraising is a fundraising program for schools and community groups. Your group promotes the purchase of organic produce boxes to your supporters, who purchase the boxes online. SPUD delivers the orders to supporters' homes and offices, and donates 25% of the purchases back to your group.

CAN I DO SPUD FUNDRAISING IN ANY SPUD LOCATION?

Yes! SPUD delivers in the Lower Mainland from Pemberton to Hope, on Vancouver Island from Victoria to Nanaimo, on Salt Spring Island, and in the Calgary and Edmonton areas. SPUD Fundraising is available in all SPUD locations. [Check whether SPUD delivers to my postal code.](#)

HOW LONG CAN I RUN MY SPUD FUNDRAISER?

You can run the fundraiser for as long as you want, with each customer ordering as many times as they like to support you. However, it can sometimes be more effective to run the fundraiser for a shorter time, to encourage people to place their first order right away. If you want to continue the program after that, you can always contact your customers again to let them know that the program is being extended.

HOW OFTEN WILL SPUD SEND MY GROUP A DONATION CHEQUE?

We send out cheques in January, April, July, and October. You are welcome to check in at any time to see how your sales are going. Contact us at info@spudfundraising.com.

WHAT'S IN THE PRODUCE BOXES?

The boxes and their contents are listed at spud.ca/fundraising (the SPUD Fundraising page under the Home tab on SPUD.ca). There are 8 boxes in the program, ranging from \$20-44. Popular boxes are Seasonal Fruit, All Greens, and Best of BC. The contents of the boxes change slightly from week to week, to bring you the best of the season. If there is something in the box that you don't like, you can select one of the sub options or contact [SPUD Customer Care](#) to request a different sub.

IS ALL OF THE PRODUCE GROWN LOCALLY IN BC?

We buy local as often as possible, while maintaining our commitment to organics. Most of our boxes contain a mix of local produce and options that are grown further away, so that you get more variety. If eating only BC produce is important to you, you should choose the Best of BC produce box, which is all BC all year. Boxes will contain more local produce when it is in season.

IS ALL OF THE PRODUCE 100% CERTIFIED ORGANIC?

Yes! All of the produce in the fundraising boxes is 100% certified organic.

CAN I ORDER OTHER GROCERIES, OR JUST THE PRODUCE BOX?

You can order any groceries on the site that you want, but only the produce boxes listed on spud.ca/fundraising contribute 25% to your group.

DO I HAVE TO HAVE A SPUD ACCOUNT TO PARTICIPATE?

Yes. [Creating an account](#) is quick and easy, and there are no fees or contracts to join. Both new and existing SPUD customers are welcome to participate in the fundraising program.

DO I HAVE TO GET A SUBSCRIPTION OR ORDER ON A REGULAR BASIS?

No. If you wish, you can set up a standing order and get deliveries weekly, biweekly, or monthly, but you don't have to. You can just order once, or order what you want when you want like any other grocery store.

HOW FAR IN ADVANCE DO I NEED TO PLACE MY ORDER?

Depending on [where you live](#), you will have 1-5 free delivery days each week. In most areas, you also have the option to order on other days for a fee. You must place your order by 3pm the day before delivery.

CAN I GET SPUD DELIVERED TO MY WORKPLACE?

[Yes!](#) SPUD can deliver anywhere, and a great way to guarantee weekly donations is to get your office ordering a box of fruit each week in support of your fundraiser.

WILL SPUD HELP US PROMOTE THE FUNDRAISER?

Yes! We'll provide you with resources to promote the program online and in person. Contact us at info@spudfundraising.com to see samples.

WHAT TIPS CAN SPUD OFFER FOR PROMOTING THE FUNDRAISER?

1. Ask friends and relatives. Call or email friends you don't see every day.
2. Promote the program at events or in busy places. You can even set up a table and a laptop so you can sign people up at an event. If you're planning to promote the program at an event, let us know so we can provide you with extra resources.
3. Post about it on social media, on your group's website, and in your group's newsletter or blog. Supporters who are predisposed to shopping online will likely respond well to online promotion.
4. Put up posters on message boards in schools, community centres, libraries, or cafes. Anyone can be a supporter!
5. Go door to door in your neighbourhood—it works! Try to do this when it's not dark out, and always have a buddy. Keep track of the houses where no one is home and go back later. When someone answers the door, begin by telling them your first name, that you live nearby, and what you're fundraising for.
6. If they're okay with it, collect contact information for all your customers so that you can remind them to order and let them know about new products and features. It's easier to get a 2nd order than a 1st order!
7. Know the product. Make sure everyone involved in promoting the fundraiser understands the program. Contact us at info@spudfundraising.com with any questions.
8. Consider running the fundraiser for one month, to encourage people to order right away. If you want to continue the program after that, you can always contact your customers again to let them know that the program is being extended.
9. Suggest that your supporters order weekly fruit boxes for their offices. With a box on standing order, you'll be getting guaranteed donations every week!
10. Always be safe, respectful, friendly, and thankful.

WILL SPUD PROVIDE ANY ONGOING PROMOTION SUPPORT AFTER THE FUNDRAISER BEGINS?

Yes! We will send you regular updates and reminders, with new resources you can use to promote the program and remind existing customers to order.

WILL A VOLUNTEER FROM SPUD COME TO AN EVENT TO PROMOTE THE FUNDRAISER?

No, but we can provide you with extra resources for promoting SPUD at events. Contact us at info@spudfundraising.com to learn more.

I WANT TO ARRANGE A FUNDRAISER WHERE THE DONATIONS GO TO THE INDIVIDUALS WHO EARN THEM, RATHER THAN THE GROUP AS A WHOLE. CAN I DO THIS WITH SPUD?

Yes. There are a few options to make this happen, so please contact us at info@spudfundraising.com to learn more. This option is great for groups going on trips.

WHY SHOULD I PARTNER WITH SPUD.ca?

SPUD.ca is a local business, certified ethical and sustainable as a [B Corporation](#). SPUD focusses on local & organic groceries to promote health and sustainability, and to support local farms and vendors. We do not carry any products containing GMOs or growth hormones. SPUD wastes 1/5 of the produce that a regular grocery store wastes, and all of it is repurposed or composted.

WHY CHOOSE SPUD FUNDRAISING?

SPUD Fundraising is easy to run with high returns. It doesn't cost anything to participate, so there's nothing to lose. The program promotes healthy living and sustainability, and supports our local farmers. But the best part is that everyone already buys produce every week, so it's a pretty easy sell!

HOW DO I SIGN UP MY GROUP FOR THE PROGRAM?

Just contact us at info@spudfundraising.com and we will sign you up. We will need to know your contact information, who to make the donation cheques out to, and where to mail the donation cheques. Donation cheques can only be written to schools or non-profit organizations. Cheques cannot be made out to businesses or individuals.

DOES SPUD OFFER ANY OTHER FUNDRAISING OPTIONS?

Yes! SPUD runs school lunch fundraisers and gift card fundraisers. Contact us at info@spudfundraising.com to learn more.

HOW CAN I GET MORE INFORMATION ABOUT SPUD FUNDRAISING?

You can check out our site at spud.ca/fundraising or contact us at info@spudfundraising.com.

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You can check out our site at SPUD.ca or contact [SPUD Customer Care](#).



SPUD.CA

Local & Organic Groceries Delivered



SUPPORT OUR FUNDRAISER WITH A STANDING ORDER

Once you've joined our SPUD Fundraising team, you can continue to support our fundraiser by putting fundraising boxes on your standing order. You can order weekly, biweekly, or monthly, getting the same things each time, or different boxes on different weeks. You can suspend or cancel your standing order at any time. The contents of the boxes will vary with the seasons.

HOW TO CREATE A STANDING ORDER

1. Select the organic produce box or boxes you want to add to your standing order from the **SPUD Fundraising** page under the **Home** tab on **SPUD.ca**
2. Click **Add to Standing Order** and choose the frequency with which you want to receive that box.
3. Go to **My Account**, then **Standing Order**, to confirm your standing order or to further customize your order's four week cycle.
4. Go to **Checkout** and complete your order. If this is your first SPUD Fundraising order, enter the promo code **FUNDRAISING** and select our group from the drop-down menu.

 **SPUD FUNDRAISING** **25% COMES BACK TO OUR FUNDRAISER EVERY TIME THE BOX ARRIVES AT YOUR DOOR!**

info@spudfundraising.com

[SPUD.ca/fundraising](https://spud.ca/fundraising)

SPUD.ca is a local business, certified ethical & sustainable as a B Corporation.
The FUNDRAISING code cannot be combined with any other SPUD promo codes on the same order.