

721 Third Street (rear), Hanover, Pennsylvania 17331
 Fundraising@ShultzsDeli.com
 Tel: (717) 630-9494
 Fax: (717) 630-9474



WHY USE SHULTZ'S DELICATESSEN?

With our awesome reputation since 1939 and our fundraising experience since 1983 we have been privileged to help organizations raise millions of dollars by providing popular, affordable, ready-to-eat, fresh sandwiches from our reputable establishment.

If you're like the average American, you ate over 4 sandwiches in the last week and will eat at least 4 in the next week. Did you know that the top three sandwich towns in the USA are Philadelphia, Baltimore, and Pittsburgh? By population, Shultz's Delicatessen is in the middle!

Give your supporters what they want...a fresh sandwich from Shultz's Delicatessen!

HOW TO GET STARTED

Have a volunteer act as a Shultz's Delicatessen fundraising event coordinator. The coordinator must pre-book a distribution date. We make fundraising sandwiches *fresh* every Tuesday, Wednesday, and Thursday morning for distribution that afternoon or evening. Our production is limited and we manage the number of organizations we take each day, so **book your distribution date with us first.** Then use the schedule below to plan accordingly;

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
WEEK ONE	Distribute sale sheet to members between 9 and 16 days before your order is due.						
WEEK TWO	Sell! Sell! Sell!						
WEEK THREE	Sell!		Collect orders and money by today	Tally orders (add late orders) then place order with us			
	Sell! Sell!		Deposit all collected money into your organization's checking account		After your total is verified by us, request a check from your treasurer dated for distribution day. Payment is due at pick-up or upon delivery.		
WEEK FOUR			Distribution day on a Tuesday, Wednesday, or Thursday after 2 p.m. Sandwiches are perishable. Prompt sorting is crucial and should take				

			place in a climate controlled environment.		
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TIPS TO HAVE A SUCCESSFUL SALE AND MAXIMIZE YOUR PROFIT

Set a goal! Determine an amount, maybe the price of a particular object needed by your organization. For example, a new piece of equipment that costs \$1,000. If your profit averages 40% using our suggested retail prices (many groups charge more!), you'll need to sell \$2,500 to net your desired \$1,000. Depending on the variety of sandwiches *you* select* your average price may be \$4.50 each, resulting in a need to sell 556 sandwiches. If you have twenty sellers that means each seller needs to sell *and distribute* 28 sandwiches. Because every group is different, only the fundraising chairperson should determine if this is a reasonable expectation of the group members. One group can reasonably expect each of their 50 members to sell 50 sandwiches while another group struggles to get their 10 members to sell 10 sandwiches each.

*We don't tell you what to sell OR how much to charge - we advise that you sell between three to five kinds of sandwiches to make your distribution easier to manage and will be happy to recommend your variety and prices based on our experience with our customers in your area.

Teamwork! This is a great demonstration of what can be achieved by working together.

Motivation! Explain how the new piece of equipment purchased with the funds will improve your organization. Also, many groups give incentives to top sellers. A competitive environment can create additional funds.

Ask! The #1 reason people give money to an organization is because *they were asked*. So ask your sellers to ask their friends, coworkers, and family for their support.

Communicate! You can email a follow-up reminder to sell and the goal, another email reminder of when and where the orders and money is due, another email reminder when and where to pick-up their orders for prompt distribution, and after it's over another email thanking your members for their hard work and how much they raised.

PLACING YOUR ORDER

After collecting all the orders and verifying the money correlates, tally the orders by sellers name (alphabetically is recommended) on as few sheets as reasonable. Call 717-630-9494 or fax to 717-630-9474 your order by Wednesday of the week prior of your pre-booked distribution day.

RECEIVING YOUR ORDER

Whether you are picking up or having your order delivered, please plan enough time to count your order for verification. For delivery, please make a clear, level path as the sandwiches can be rolled nearly anywhere through single door openings. You need to sign acknowledgement that you have received your order, the count is correct, and that you understand the sandwiches need to be refrigerated. Please have payment ready. One bank check or money order made payable to Shultz's Delicatessen is preferred; cash is accepted; credit cards are not accepted.

SORTING YOUR ORDER FOR DISTRIBUTION

Each sandwich is labeled and packed by variety, in addition to your organizations name and the date it was prepared. Set your sandwich varieties in the same order as the sales sheet for quick and easy sorting. There is no need for signage. We recommend sorting ALL orders before

distributing ANY sandwiches. Have each seller verify their count and initial your tally sheet. Please remind your sellers at pick-up that the sandwiches are perishable and must be refrigerated.

We provide plastic grocery, or t-shirt, bags to use for sorting. We ask that you use our new bags because bags previously used for certain chemicals may infuse an unpleasant aroma to our sandwiches.