



Organization Frequently Asked Questions

Epicure’s top-quality Extraordinary Cheese Dip Fundraiser offers your organization a unique fundraising opportunity.

Did you know that most Canadians consume fewer than the 5 recommended daily servings each of fruits and vegetables? Delicious dips are a great way to tempt adults and kids alike to get their fruit and veg!

Your group has the opportunity to sell a top-quality product and offer people something easy, healthy and different. So, *dip in!*

The Extraordinary Cheese Dip Fundraiser contains three delicious dip mixes, attractively packaged in a Velcro® seal bag with a full-colour recipe booklet.

Q. What is your organization’s earning potential with Epicure’s Extraordinary Cheese Dip Fundraiser?

Epicure’s Extraordinary Cheese Dip Fundraisers are sold for \$20.00 each. The cost to your organization is \$15.00 each. ***Your organization receives \$5.00 for every Fundraiser sold!***

Participants	Fundraisers Sold by Each Participant	Total Sold	Your Total Profit
30	5	150 x \$5.00	\$750.00
30	10	300 x \$5.00	\$1,500.00
500	3	1,500 x \$5.00	\$7,500.00

Q. How long should your fundraiser last?

We recommend 2 weeks with 3 full weekends in order to maximize your profit as well as ensure continued motivation by your participants. Longer than 2 weeks usually does not benefit the organization, as your participants will lose interest in fundraising. Less than 2 weeks is generally not enough time to collect orders.

Q. When should you hold your fundraiser?

Most fundraisers run for 2 weeks with an additional 2 weeks for delivery. Allow enough time prior to the actual fundraising campaign dates to promote your fundraiser and educate everyone involved about this great opportunity.

Q. Should you sample the dips?

It is not required that your organization sample the dips in the Fundraiser. However, these dips are so delicious, if you let people sample them, they will be all the more likely to purchase them! Encouraging volunteers and organizers to sample the dips will allow them to share the products with even greater energy and enthusiasm. Your organization is responsible for the cost of purchasing Fundraisers to



sample. Although this is a small up-front investment, your sales will inevitably increase by providing samples. Consider a kick-off event where parents and/or participants can taste each Fundraiser.

Q. Do you need to pre-order Fundraisers?

If you are not going to sample the dips, there is no need to pre-order Fundraisers. Orders can be collected and subsequently placed and delivered at a later date. If you wish to pre-order Fundraisers to sell immediately, you must commit to paying up front and be responsible for the remainder of the unsold Fundraisers, as they cannot be returned. Consult your Epicure Selections® Consultant to determine what is best for your organization. Please note that Fundraisers are sold in sets of 12 only. If you pre-order Fundraisers, you will need to order them by the set.

Q. How is the money collected?

Money is collected at the time the order is placed. Customers will make their cheques payable to your organization.

Q. How do you collect orders?

There are several ways to collect orders. You can choose one or a combination of methods depending on what works best for your organization.

- **To individuals** – Members of your group can take the **Fundraiser Information Sheet** door-to-door in their neighborhood, make phone calls or send out a group email to promote the fundraiser. Money is collected at the time orders are placed. Fundraisers will be delivered at a later date.
- **At a group function** – Your organization can set up a table and collect orders at your next event. Consider sampling the dips at the event, which will increase your orders. You may choose to pre-order Fundraisers to have some on hand to sell at your group event. Consult your Epicure Selections® Consultant to determine what you will need for your group. Depending on funds available, some groups choose to purchase 2 or 3 dozen Fundraisers and then take orders for more.
- **In the local mall** – Most malls allow charitable organizations to set up a table free of charge. Representatives of your organization can sit at the table and collect orders. You can choose to sample the dips for increased sales if your local health code will allow this. **Note:** *If you choose to set up a table at the mall, we suggest you pre-order Fundraisers to sell on the spot. You will maximize your earnings if Customers can purchase the Fundraisers right away. This also eliminates the need for collecting addresses and contact information. Consult your Epicure Selections® Consultant to determine what you will need for such an event and to learn proper “food-safe” food-handling techniques.*
- **On-site sampling** – Your organization can pick a day to have samples of the dips at your location. Let parents sample the dips as they bring children in to school or watch the hockey game. Let people know that they can order the Fundraisers from their child (or whomever is selling the



Fundraisers). This is a great opportunity to show the parents what a high-quality, healthy, tasty product you are offering in support of a worthy fundraising effort, and it will encourage them to help their child promote the fundraiser. Consult your Epicure Selections® Consultant to determine what you will need for on-site sampling.

Q. How is our order placed with Epicure Selections®?

You will set a final order collection date. After this date, a representative from your organization will tally all of the orders and arrive at a total number of Fundraisers that need to be ordered for your organization. An order will be placed with your Epicure Selections® Consultant and a cheque will be written to the Consultant for the total amount (\$15.00 for each Fundraiser sold – the organization has earned \$5.00 profit for every Fundraiser sold).

Q. How are the Fundraisers delivered?

Your Epicure Selections® Consultant will deliver all the orders to a central location. Your organization will divide and deliver individual orders. There are two options for delivering Fundraisers to Customers.

1. Representatives from your organization can deliver orders to individuals who have placed orders. Those individuals will be responsible for getting each order to the Customer. EXAMPLE: If Mrs. Miller’s class has 20 children, each child’s order will be labeled and all the orders for that class will be delivered to Mrs. Miller. She will then give each child their order and the child will take the Fundraisers home and deliver them to the Customers who ordered Fundraisers with them.
2. If your group has a central office or meeting place, you can set order pick up times and the parents (or sellers) can pick up their Customers’ orders and then deliver each order to the individual Customers.

No matter how you choose to deliver orders, we suggest making this date is at least 2 weeks from the date sales close. Consult your Epicure Selections® Consultant to determine the timing of order delivery, but your organization will be responsible for the delivery of all orders. We recommend that you factor in any volunteer time required for this part of the fundraising campaign at the planning stage.

Q. When do we receive our profit?

You will receive your profit when all the orders have been collected from Customers and you place your total order with your Epicure Selections® Consultant. Customers will pay your organization \$20.00 for each Fundraiser at the time they order them. Your cost to purchase the Fundraisers with your Epicure Selections® Consultant is only \$15.00, giving you a \$5.00 profit on each Fundraiser you sell. When you place your total order with your Epicure Selections® Consultant, you will write a cheque for \$15.00 x number of Fundraisers sold, realizing a \$5.00 profit from each Fundraiser sold!

Q. What is Epicure Selections®?



Founded in 1997, Epicure Selections® is a 100% Canadian, family-owned, woman-led spice blend and cookware company based in North Saanich, B.C. Epicure Selections® is committed to providing Canadian families with the highest quality easy, affordable, nutritious and delicious mealtime solutions. For more information about Epicure Selections®, please visit our website at epicureselections.com, or contact your Epicure Selections® Consultant.

Your Independent Epicure Selections® Consultant

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