



Kick Off Guide!

Your Kick Off Guide Includes...

- Steps to a Successful Kick Off
- Handouts – Remember to have these materials ready at the kick off.
- Tools to Encourage Participation
- Reminder Letters and Forms
 - Announcement Letter
 - Reminder...Order Forms are Due
 - Delivery Day Reminder Notice
 - Online Ordering – Include this with your order forms to help increase sales!

Steps to a Successful Kick Off

1. **Set a Goal & Let Everyone Know the Purpose of Your Fundraiser** – While planning, decide how much money your school/organization wants to raise and let everyone know. Once you've set your dollar goal, it's easy to calculate how many items each student/member needs to sell to reach your goal.
2. **Hold the Event 1-2 Days Before Your Fundraiser Begins** – Plan a short assembly (about 20 minutes) for your students/members in the gymnasium or wherever you hold your meetings. Use a Public Announcement (PA) system if available and tell everyone why you've asked them to attend:

“We have exciting news! For the next few weeks, our [School/Organization] will be holding a Little Caesars® Pizza Kit Fundraiser to raise money for [PURPOSE]. Our goal is to raise [DOLLAR AMOUNT]. This means that each student/member only has to sell [x] number of items to reach our goal!”

3. **Encourage Participation**

- Ask a question! Such as: “How many of you like Pizza?” or “How many of you like Cookie Dough?”
- Play a trivia game! We have questions and answers already prepared, see below.

4. **Mention these facts about Little Caesars® Pizza Kit Fundraising Products:**

- Great quality and value! When purchasing Little Caesars® Pizza Kit products your customers are getting great tasting products from a trusted brand name and a company that has been making meals special for more than 45 years!
- The Kits are convenient! They contain all the ingredients to make wholesome and delicious pizza, specialty breads and cookies at home in minutes.
- It's fun for the whole family! Kids love to help prepare the kits, and you can make them for birthdays and special events. If your kick off is for a school or youth group, give examples of customers. Example:

“We can easily reach our goal if we sell to friends and family, such as

- Mom & Dad (or the adults in the home).
- Grandparents, aunts, uncles, close friends and neighbors you know.
- Ask the adults at home to sell at work.”

5. **Review your Sale Dates**

- The length of time your school/organization will hold the fundraiser.
- The exact date your fundraiser begins.
- The exact date order forms and payments are due.
- The date, time and location of your delivery and order pick up.

6. **Provide Payment & Delivery Information**

- Payment is collected as you take orders.
- Checks should be made payable to the School/Organization.
- Payment and order forms should be turned in together on the pre-determined due date.
- Give your customers a Delivery Date Reminder Slip to they'll be available when you deliver their items.

7. **End Your Kick Off With a Q & A Session** – Ask these questions:

- Why is the money being raised?
- What is our \$ goal?
- How many items do each of us have to sell to reach our goals?
- How long will our Little Caesars® Pizza Kit Fundraiser run?
- Who can we ask to support our fundraiser?
- When do our customers pay for their order?
- Who are checks made payable to?
- What date are your order forms and payments due?
- What date will our fundraising items be delivered?

8. **Thank Everyone for Attending!** Let everyone know how important they are to the success of your fundraiser!

Other helpful hints for success:

- Use your order form as a sales tools – show customers the variety of delicious items!
- Remember...students/members and supporters may also order online and pay by credit card. Visit PizzaKit.com (PizzaKit.ca for Canada groups), click on Products, then *Shop for Kits* to begin ordering online. Be sure to provide the Fundraiser ID# for your fundraiser to ensure the profit for each online purchase goes back to your organization!
- Tell customers that the Kits are packaged to ensure freshness and can be re-frozen.
- Sellers should tell customers why you're group is raising \$ - it will help increase sales!
- Safety first! For your personal safety, please do not sell door-to-door to strangers. Family, friends, and neighbors-you-know only!

Handouts

Have these materials on hand to give out to each student/member at the kick off.

- A brochure and delivery date reminder slips.
- An Announcement Letter for your fundraiser.
- An “Awards Flyer” listing incentives that your school/organization may want to provide to individual top sellers.

Examples:

- ‘No Homework’ Pass
- A Pizza Party for the top selling classroom
- Movie passes
- Gift certificates to a local restaurant or store

Questions? Ready to schedule your next fundraiser? We're here to help!
Monday – Friday 8:30am- 8:00pm ET at 1-888-452-5487

Tools to Encourage Participation

Trivia Game – A sure way to keep your audience entertained!

(☆ = Correct answer)

- On average, how many pizzas per year does each person living in the US consume?
 - a. 5.5
 - b. 11.5 ☆
 - c. 25.5
 - d. 365.5
- How many pounds of pepperoni do Americans consume every year?
 - a. 252 Million ☆
 - b. 25 Million
 - c. 1.5 Million
- What country originated the idea of topping a pizza?
 - a. Rome
 - b. Italy
 - c. Greece ☆
- How much money is spent on pizza in the US each year?
 - a. \$1.2 Billion
 - b. \$13.2 Billion
 - c. \$31.2 Billion ☆
 - d. \$52.2 Billion
- What two US states consider the chocolate chip cookie their “Official State Cookie”?
 - a. Ohio and Michigan
 - b. California and Iowa
 - c. Montana and Colorado
 - d. Pennsylvania and Massachusetts ☆

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Reminder Letters and Other Forms

The pages below contain letters and forms that you can print for easy distribution:

- **Announcement Letter** – Notify students/members of your fundraiser and find helpers for delivery day.
- **Reminder...Order Forms Are Due** – Give to your sellers a few days before the orders and payment are due.
- **Delivery Day Reminder Notice** – Distribute this note to sellers a few days before delivery to help ensure a smooth delivery day. Or, have students/members give this form to customers when they place an order.
- **Online Ordering** – Include this page with your order forms and increase your outreach and sales. Ordering online is quick and easy!



Fundraising Announcement!

We're raising money for _____

It's time for you, your friends, and your family to stock up with **Little Caesars® Pizza Kits!** Have them on hand for quick dinners, parties or entertaining! We are asking that everyone sells _____ kits to help us reach our goal.

How: Fill out the top portion of your order form with your name and the best contact phone number (cell phones preferred). Collect payment at the time you take orders. We can take cash or checks made payable to:

You may also order and pay online by credit or debit card:



- Go to www.PizzaKit.com
- Click on -"Products" then "Shop for Kits"
- Select either- "Ship Order to the Group" or "Ship Order to Me"(via UPS for an additional fee)

Our Fundraiser ID # is _____

When: Fundraiser start date: _____

Order form and payment due: _____ (Late orders will **NOT** be accepted.)

Time and Date of Pizza Kit Pickup: _____

Where: Pickup will be at: _____

Please pick up your pizza kits as soon as possible as we do not have onsite storage.
We are not responsible for orders that are not picked up on delivery day.

Volunteers Needed: We'll also need several helpers on the day of delivery to help sort orders. Please call or email for details.

Chairperson: _____ **Phone:** _____

Email Address: _____

Thank you for your support and participation! Have fun!



Looking for fundraising for your group? We help schools, churches, youth sports, daycares and many, many other groups earn *BIG, BIG* dough selling our great quality products! We would love to help you! Call us at **855-724-1254** today for more details



Reminder... Order Forms are Due!

Dear Parents / Members,

Your Little Caesars® Pizza Kit Fundraising order forms & payment are due back on _____.
(Date)

Please return the following:

1. ORDER FORM

- Include your child's name and phone number.
- Teacher's name and room number (if applicable).
- Make sure the "TOTAL" box is filled in and that the total payment due matches the number of items ordered.
- Make sure the customer's delivery time has been filled out on the form so that customers are available to accept their orders when you deliver them.
- Make sure every customer receives a *Customer Delivery Reminder Slip*.

2. PAYMENT – Payment is due with the order forms.

Checks should be made payable to _____
(Name of School or Organization)

- ## 3. PLEASE WRITE YOUR CHILD'S NAME ON EVERY CHECK
- you submit with your order form so that no check is misplaced.

As a reminder....

Our delivery date is on _____ at _____.
(Date) (Name of Delivery Location)

Pick Up time from _____ to _____.
(Time) (Time)

Please plan on helping your child with delivering products to his/her customers on delivery day.

Thank You for Your Order!



Delivery Day Reminder Notice

Dear Parents/Members,

Just a reminder that our Little Caesars® Pizza Kit Fundraising order will be delivery on

_____ from _____ to _____ at _____.
(Date) (Time) (Time) (Delivery Location)

All of the items will arrive in a refrigerated truck and must be re-refrigerated within 4-6 hours of delivery to ensure quality. For that reason, immediate delivery of the Kits to customers is recommended.

Your child will need help delivering products to his/her customers.

If you have any questions, please free to contact me at _____.
(Chairperson's Phone # and/or Email Address)

Thank you for a great fundraiser! Your continued support is very much appreciated!

See you soon!

(Chairperson's Name)

It's a good idea to call customers 1-2 days in advance to ensure that they'll be available to receive their orders. Delivery time for each customer should be specified on the order form.

Remember to save your customer lists for future sales...customers will want to reorder!

Order Online Today!

Did you know that out-of-state friends & family can also order online and help support our fundraiser!

It's Easy!

- Select from the most popular Kits
- Pay securely with your credit card
- Get started now....

Go to PizzaKit.com

Click on *Products*, then [Shop for Kits](#)

Enter Fundraiser ID#



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Shipping rates will apply for orders shipped direct to customers.
Home Delivery available in the contiguous United States only.