

## FUNDRAISING TIPS FOR SELLING SWEET RETURNS™

The following tips were created to help your organization sell more Sweet Returns™ cards and increase the profit of your fund raising event.

### FINDING PROSPECTS

Think of different ways to sell Sweet Returns™ certificates. Ask your friends, family and neighbors to purchase a certificate, and in addition, ask them to get the word out by asking their co-workers and other acquaintances to purchase whole pie cards. Village Inn can provide each organization with the file for a full color flyer featuring the delicious Village Inn pie varieties. This flyer can be provided to each seller to help encourage certificate sales.

Think about other avenues to sell cards. For example, before and after church services, at school concerts and events, parent-teacher conferences, in the front of grocery stores, social activities, etc.

### IT'S ALL IN THE PITCH

Make sure and tell the prospect your name, the organization name and the reason you are selling Village Inn whole pie cards.

*Script Example:*

“Hi my name is Julie and I’m with ABC and we are trying to raise money to restore the senior events building on 54<sup>th</sup> street. You can purchase Village Inn whole pie cards and proceeds will go to the restoration project. The whole pie cards make great gifts and can be redeemed at any participating Village Inn Restaurant. There are many pies to choose from like Strawberry Rhubarb, Triple Berry, French Silk, Lemon Supreme and Coconut Cream to name a few. How many cards may I interest you in?”

The following list may help you develop your own script:

- You can help (insert your organization or cause here) and enjoy an award-winning Village Inn pie.
- The sale of the cards is to help raise money for (insert info here).
- It’s very easy. We provide the cards right now. No waiting.
- There are 11 pie varieties to choose from. Select from the classic fruits like Country Apple, Strawberry Rhubarb or Triple Berry to the smooth chocolate taste of French Silk or the tangy Lemon Supreme.
- You can redeem the cards anytime and at any participating Village Inn Restaurant.
- Village Inn whole pie cards make great gifts for families and friends.
- Village Inn pies are a treat for any occasion.
- We’ve joined with Village Inn to provide a delicious offer.
- You can pick up your Village Inn pie and have a great meal at the same time.
- Village Inn has been serving great meals and award-winning pies for over 40 years.