



Lions NZ Christmas Cakes Committee

www.lionschristmascakes.org.nz

christmascakes@lionsclubs.org.nz



FUNDRAISER OPPORTUNITY FOR LIONS AND COMMUNITY ORGANISATIONS

THIS IS A TRIED, TESTED AND PROVEN WAY FOR LIONS TO SUPPORT THEIR COMMUNITY

- Help worthwhile non-profit organisations raise much needed funds
- Raise a smaller amount of funds for your Lions Club
- Increase publicity and awareness of your Lions Club and the Lions' profile around the country
- Very easy repeat business in the following years

Your Lions Club can help Early Childhood Centres, Kindergartens, Primary Schools, Sports Clubs, Churches and any number of other local non-profit organisations to supplement their hard earned, but scarce, funds by encouraging them to sell Lions Christmas cakes.

And you can add to your own Lions Club's coffers, albeit in a modest way, at the same time.

For example, previously one Lions Club assisted around 15 early childhood centres & kindergartens to raise funds as well as raising a smaller amount of funds for their own Lions Club. (As did many other Lions Clubs around the country). The early childhood and kindergarten organisations that participated were very happy with the results and have asked to be involved again in this year's Christmas season.

This fundraiser opportunity is tried and proven to be very suitable for

- Primary Schools, Intermediate Schools and Secondary Schools
- Early childhood centres and kindergartens
- Almost any other community charitable non-profit organisation

Suggested process

1. Phone the organisation first to establish the contact details of the person who looks after their fund raising, explaining you would like to send them a unique fundraising idea.
 2. Then email that person the "**FUNDRAISER OPPORTUNITY**" letter and "**ORDER FORM**" asking for a reply by email or phoning them a few days later.
 3. Agree and set a future date to collect the orders and money, giving the organisation time to make sales for subsequent delivery to their supporters and their friendly community.
 4. Establish a 'cut-off date' for their sales (say, mid-November or 'whatever') so as to enable you to supply the exact number of cakes to meet their sales volume. If need be, this would allow you to pre-purchase the cakes from Lions Club of Middle Districts Charitable Trust in the usual way.
 5. Drop off 1 or 2 cakes to them for display purpose: this really helps to sell the cakes.
 6. The organisation prints the "**ORDER FORM**" sheets, makes the sales to their supporters and friends in the community at the recommended retail price of \$25 per cake (GST inclusive) and collects the purchase price money from the customer when the customer order is made.
 7. Deliver the cakes to the organisation and collect the agreed \$20 per cake (GST inclusive) from the organisation, effectively granting your local kindergarten (or whatever local worthwhile organisation is participating) a grant from your Lions Club of \$5 for each cake they sell.
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- **NB** Your Lions Club charge of \$20 to the organisation is recommended and used above as an example. That way, that way your club makes a worthwhile profit and gets the kudos / satisfaction of helping a local worthwhile charity, and the charity makes \$5 per cake. Or, of course, your Lions Club can **VARY** the **pricing** as you see fit.