



# PIE DRIVE FUNDRAISING

**FUNDRAISING, IT'S AS EASY AS PIE!**

Our Pie Drive is perfect for schools, community groups and sports clubs. It's simple, we sell our pies to your organisation at a special price, and you on-sell the pies (in packs of 5) to your members at a higher price – the profit you make generates funds for your organisation.

Our award-winning pies are the perfect heat at home dinner for your community members. Each one is made with premium quality ingredients and buttery golden pastry.

Follow these steps to organise your pie drive with us.

## Step 1 – Plan

Speak to your local Ferguson Plarre store to plan and book in your fundraiser. You'll need to plan carefully;

- Think about the date you will collect the pies and work backwards from there.
- Plan how long you will need to raise awareness and collect orders from your community.
- Keep in mind that we will need 7 days' notice to organise your pies.

You can find your local store here [fergusonplarre.com.au/locations](https://fergusonplarre.com.au/locations).

## Step 2 – Promote

Tell your community about your fundraiser. Promote your fundraiser around your community with posters and flyers.

Distribute order forms so your community can tell you how many packs of heat at home pies they want to buy.

We recommend attaching a letter to the order form, to explain why you're raising money.

We have created some materials to help you with your promotion. You can find these here [fergusonplarre.com.au/pie-fundraising](https://fergusonplarre.com.au/pie-fundraising)

## Step 3 – Collect

Collect all the order forms and payments from your community. We recommend the organiser uses our master order form to count and create a record of all individual orders. You'll need this to ensure you deliver the right pies to the right people!

## Step 4 – Place Your Order

Place your master order online via our fundraising page or directly with your local store at least 7 days before you need to collect your pie. Place your order here [fergusonplarre.com.au/pie-fundraising](https://fergusonplarre.com.au/pie-fundraising)

## Step 5 – Collect and Distribute

Collect your pies from your local store on your chosen day and distribute to your fundraisers. You can pay for these on the collection day or at any time before.

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## FUNDRAISING PRODUCTS



### Classic Beef Pie

Our most popular pie is also one of our best. We've been perfecting this recipe for over 100 years - crisp golden pastry filled with hormone free minced beef, slow cooked in a deep, rich gravy.



### Large Sausage Roll

Voted Victoria's best, we make our large Sausage Roll with lean beef sausage mince, our secret seasoning and golden puff pastry.



### Original Tiddly Oggie

A classic combination of beef, onion, carrot and potato wrapped in crisp flaky pastry. Tiddly Oggie is Cornish for 'Proper Pastie' and that's exactly how we make it!



### Vegetable Tiddly Oggie

We have been baking award-winning Tiddly Oggies for over 120 years! This vegan-friendly version is packed full of fresh veggies like potato, carrots, swede, turnip and onions and encased in a vegan-friendly puff pastry.

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## PRICING

The "cost to your group" is the price locked in when you hit the \$400 order mark. The 'suggested selling price' is what we recommend you sell the products for, when fundraising.

Minimum Order	Cost to your Group (per 5 pack)	Suggested Selling Price (per 5 pack)	Profit to your Organisation (per 5 pack)	Minimum Profit to your Organisation
\$400 or 20 packs of 5 x pies	\$20	\$25	\$5	\$100

## KEY INFORMATION

### Timing:

Orders must be placed at least 7 days prior to pick up.

### Minimum Orders:

The minimum order value is \$400 (20 x 5 pack of pies).

### Ordering Via:

- Online form found here [fergusonplarre.com.au/pie-fundraising](https://fergusonplarre.com.au/pie-fundraising)
- Or order directly with the store

Please allow 7 business days between placing your order and your pickup date. Your local store will be in contact with you to confirm your order and arrange payment within 48 hours of placing your order.

### Payment:

Must be made before collection or on the day of collection.

### Payment Options:

Cash, Eftpos or Credit Card (no Cheques accepted).

### Baked Fresh:

Our pies are made fresh daily. As with many products, they are best consumed within 4 days of pick up.

### Storage:

Please store your pies in the refrigerator. All pies can be stored in the freezer, to be consumed later.

### Cooking Instructions:

- Pre heat the oven to 180°C
- Place your pies on a lined baking tray
- Heat in the oven for 20-25mins

### Fragile:

Please handle with care when distributing to your customers.

### Promotional Material:

Download the posters and order forms here [fergusonplarre.com.au/pie-fundraising](https://fergusonplarre.com.au/pie-fundraising)