



# TART RAISING FUNDS

## CHRISTMAS FUNDRAISING GUIDE

Spread Christmas cheer and raise funds for your school, sports club, charity or community group with our Christmas Tart fundraiser!

### HOW IT WORKS

It's simple, we sell Christmas Tarts to your organisation at a special price and you on-sell the tarts to your members at a higher price – the profit you make generates funds for your organisation. **This year you will make \$3 for every pack sold!**

#### 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 tarts and work backwards to plan how long you will need to raise awareness and collect orders from your community. You can find your local store here [fergusonplarre.com.au/locations](https://fergusonplarre.com.au/locations)

#### Step 2 – Promote

Tell your community about your tart fundraiser and distribute order forms so they can tell you how many packs of tarts they want to buy.

We recommend you create a letter to attach to the order form to explain why you're raising money and promote your fundraiser around your community with posters and flyers.

We have created some materials to help you, you can find them here [fergusonplarre.com.au/fundraising](https://fergusonplarre.com.au/fundraising)

#### Step 3 – Collect

Collect all the order forms and payments from your community, you can use our master order form to count and create a record of all individual orders. You'll need this to ensure you deliver the right tarts to the right people!

#### Step 4 – Place Your Order

Place your master order online or directly with your local store at least 7 days before you need to collect your tarts.

#### Step 5 – Collect and Distribute

Collect your tarts from your local store on your chosen day and distribute to your fundraisers. You can make payment on the collection day or anytime before.

## CHRISTMAS FUNDRAISING GUIDE



### FUNDRAISING PRODUCTS

This year we've chosen our famous Christmas Tarts to help you raise money. They come in three fabulous flavours.



#### Classic Fruit Mince Tarts - Pack of 6

Our Fruit Mince Tarts are made using a recipe that has been handed down over 5 generations. Each tart is filled with all things nice including apple, sultana, currants and citrus peel combined with classic Christmas spices and topped with a shortbread star.



#### Zesty Lemon Tarts - Pack of 6

Our premium Lemon Tarts are made with a classic all-butter shortbread base. Each tart is filled with a zesty lemon curd and topped with a shortbread star.



#### Chocolate Caramel Tarts - Pack of 6

Our Choc Caramel Tarts are made with an all-butter chocolate shortbread base. We fill each tart with rich, creamy, buttery caramel and top each one with a shortbread star and a drizzle of chocolate.

### PRICING

Minimum Order	Cost to your Group (per 6 pack)	Suggested Selling Price (per 6 pack)	Profit to your Organisation (per 6 pack)	Minimum Profit to your Organisation
\$380 or 40 packs of tarts	\$9.50	\$12.50	\$3	\$120

The "cost to your group" is the price locked in when you hit the \$380 order mark and the 'suggested selling price' is what we recommend you sell the products for when fundraising.



## CHRISTMAS FUNDRAISING GUIDE



### KEY INFORMATION

#### Timing

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

#### Key Dates

Earliest pick up day: 17/10/2024

Last day to order: 13/12/2024

Last day to pick up: 20/12/2024

#### Minimum Orders

The minimum order value is \$380 (40 x 6 pack of tarts).

#### Payment

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

#### Payment options

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

#### Storage

Leave in a cool dark spot - Don't refrigerate or leave in the sunlight. Make sure your vehicle is cool when picking up the tarts. Each pack of 6 tarts will be packaged in boxes.

#### Shelf Life

Our Tarts have a 30 day shelf life.

#### Ordering

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

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

#### Baked fresh

Our tarts are made fresh daily. As with many products, they are best consumed within 7 days of order.

#### Fragile

Please handle with care when distributing to your customers.

#### Promotional Material

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

WHAT ARE YOU WAITING FOR?  
TART RAISING FUNDS TODAY

