



Pies Make Fundraising A Sweet Success

Our frozen pies offer advantages for any fundraiser.

Flavors for Everyone: Choose from our traditional and gourmet fruit pies, open-face pies including pumpkin and pecan, or No Sugar Added varieties. They're available pre-baked and Ready-to-Bake.

Easy to Handle: Pies are individually wrapped and delivered frozen for extended shelf life and easy storage. They're ready to take home without any extra preparation.

Exceptional Fundraising Potential: Any organization should be able to **earn 20% to 50% profit** from each pie sold.

Example: Traditional Fruit Pie:

Your approximate Cost: \$5.99

Fundraiser Price: \$8.99

Profit per pie: \$3.00 or a 50% profit!

5 Tips for a Successful Pie Fundraising Event:

1. Appoint a "Pie President" to run your program and enlist volunteers for logistics and promotional support
2. Choose a minimum of 6 different pies to have wide consumer appeal
3. Choose a 10-14 day selling period. While sales typically increase in the fall and spring, pies and universal appeal year-round.
4. Select pickup date: 2-3 days before a holiday or on Friday, so folks can enjoy the pie over the weekend
5. Use our template (see sample on next slides) to create order form with your operations name, pie selections, prices and pick up date.
6. Tally your sales and order your pies. Place your order with your Sara Lee Frozen Bakery sales representative.

ORDER FORM

Seller's Name:	Pumpkin Pie	Apple Pie	Chocolate Cream Pie	Pecan Pie	Fruits of the Forest Pie	Lemon Meringue Pie	THANK YOU FOR YOUR SUPPORT	
Organization:								
Pickup Date:								
Customer's Name & Phone #	\$12	\$12	\$12	\$12	\$12	\$12	Total Pies	Total Paid
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								
13.								
14.								
15.								
TOTALS								
Please make checks payable to the group sponsoring this fundraising program	\$12	\$12	\$12	\$12	\$12	\$12	Total Pies	Total Paid

Pumpkin Pie



Pumpkin, nutmeg & cinnamon – a holiday favorite in a convenient pre-baked format.

Apple Pie



Crisp Michigan apples and just a hint of cinnamon combine to create an All-American classic.

Chocolate Cream Pie



Chocolate filling, whipped topping rosettes and a shower of chocolate sprinkles.

Southern Pecan Pie



Naturally sweet filling topped wall-to-wall with delicious pecan halves. Just thaw & serve.

Fruits of the Forest Pie



A tasty mix of strawberries, apples, raspberries, rhubarbs and blackberries.

Gourmet Lemon Meringue Pie



Naturally zesty lemon citrus filling atop a sweet graham crust.

**COMPANY LOGO
HERE**

Additional Options:

Gourmet Coconut Cream Pie



Rich coconut filling topped with lightly toasted meringue.

Cherry Pie



A tender golden pie crust filled with tart Michigan cherries.

French Silk Pie



Rich, dark chocolate filling garnished with whipped cream chocolate shavings.

Strawberry Rhubarb Pie



Piled high with sweet, juicy strawberries and tart rhubarb.

Old Fashioned Peach Pie



A golden filling of luscious, ripe California peaches.

Blueberry Pie



Flavorful Northern wild blueberries in a flaky crust.

Pre-Sliced No Sugar Added Pumpkin Pie



All the classic pumpkin pie flavor without the added sugar.

Pre-Sliced Cherry Pie



A tender oven-weave pie crust filled with sweet, mouthwatering cherries.

Pre-Sliced Fruits of the Forest Pie



Apples, strawberries, blackberries, raspberries and rhubarb topped with cinnamon streusel.

Pre-Sliced Peach Lattice Pie



Sweet, juicy peaches in a golden, flaky open-weave crust.

Pre-Sliced Apple Lattice Pie



Fresh, juicy apples in a golden open-weave pie crust.

Pre-Sliced Blueberry Lattice Pie



Delicious blueberries set in a delicate open-weave pie crust.

Pre-Sliced Dutch Apple Pie



Crisp, juicy apples piled high in a flaky pie crust and topped with crunchy cinnamon streusel.

Pre-Sliced Pumpkin Pie



Classic pumpkin pie flavor with whole eggs, milk, cinnamon and spices.

Pre-Sliced Pecan Pie



Naturally sweet filling topped wall-to-wall with delicious pecan halves.

Pre-Sliced Sweet Potato Pie



Filled with tender sweet potatoes, nutmeg and ginger.