



FROZEN BAKERY

School Fundraising

GUIDE

Why Pie for Fundraising?

✓ **Flavors for Everyone:**

Choose from our traditional and gourmet fruit pies, open-face pies including pumpkin and pecan, or No Sugar Added varieties.

✓ **Perfect for Holidays and Celebrations**

Take advantage of special events throughout the year to raise money: Mother's Day, Father's Day, Memorial Day, Thanksgiving, and Winter Holidays.

✓ **Easy to Handle:**

Pies are individually packaged and delivered frozen for extended shelf life.

✓ **Exceptional Fundraising Potential:**

Any organization should be able to earn 20% to 50% profit from each pie sold.

Example: Traditional Apple Pie


Your approximate Cost: \$10.00*

Fundraiser Price: \$15.00

Approximate Profit per pie: \$5.00 a Pie!



*Cost will vary, contact your local distributor for actual price



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 maximum of 6 different pies to have wide consumer appeal. Reach out to your local distributor for availability.
3. Choose a 10-14 day selling period. While sales typically increase in the fall and spring, pies have 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 an order form with your operation’s name, pie selections, prices and pick up date.

FAQs

Q: What Pies should we sell?

A: We recommend the most popular flavors including:

- Pumpkin
- Pecan
- Apple
- Lemon Meringue
- French Silk (chocolate)
- Dutch Apple

Q: How do we order the Pies?

A: Work with your foodservice director to order directly from their primary distributor, mention that you are running a fundraiser to get the best price.

Q: Do we need boxes or labeling?

A: No, Chef Pierre® Pies come in bi-lingual package that includes all the nutritional information as well as preparation and handling instructions.

