

# Welcome to BAKE & Co. Fundraising

(206) 938-4866 in Seattle or toll free 1-800-535-2253 – [www.bakeco.com](http://www.bakeco.com)



## GETTING STARTED – QUESTIONS & ANSWERS

### How do we get started?

While e-mails are easy, they run the risk of being lost. I prefer a phone call -- (206) 938-4866 in Seattle or 1-800-535-2253 – ask for Brenda.

We ship to the USA 48 contiguous states. We do not ship to Canada, Alaska or Hawaii. Shipping is FREE to a business/commercial location. You may be asked for a 5% fee to ship to a residential street address.

Please leave a message if you get the !@#\$\$%^&\*()\_ recorder; I am out, on another call, or it is outside of our weekday business hours of 9 AM to 6 PM Pacific Standard Time. I will get back to you. Then we can start using e-mails to expedite things.

**You can find our Sales Agreements and/or Product Order Forms on the home page of this web site ([www.bakeco.com](http://www.bakeco.com)). Scroll to the bottom of the menu at the left. Print the appropriate form, complete ALL details, and fax to us as noted.**

**Please Note:** We do our absolute best to keep our web site as up to date as possible and with this many products, it's a challenge; however, our suppliers do make unannounced changes which can affect pricing, your profit and packaging. So, regardless of what is presented on any of our web pages or brochures, we always keep you up-to-date by asking you to sign a Sales Agreement. Our Sales Agreement will define the current terms and conditions and will dictate the sale without prior notice.

- ◆ If you want to discuss program options, give me a call. I will listen to your preferences and work with you to develop a sales program based on your preferred sale dates. Print our forms, or I am happy to e-mail or fax to you a "Fundraising Sales Agreement" based on your information to be completed and signed by an officer of your non-profit organization. You will be advised on the best way to return the form to me.
- ◆ For our **PRESALE ORDER-TAKER BROCHURE PROGRAMS**, if you already know which program you wish to host, click on this link: <http://www.bakeco.com/agree-order-taker.pdf> Print this form. Complete all information including your **organization's tax I.D. number** and follow the instructions on the form.
- ◆ For our **DIRECT-SELL PRODUCTS**, if you know what and how much product you want to order from our web site descriptions, know your tax I.D. number, and are ready to place your order, click on this link: <http://www.bakeco.com/agree-direct-sell.pdf>. Prepayment or approved Purchase Order required.

## Getting Started with BAKE & Co. Fundraising

- ◆ To order **FLIP FLOPS, CAR WASH TICKETS** or start a **FUNDRAISING TEES Program**, choose the applicable Sales Agreement or Order Form from the bottom left corner of our Home Page. Print the form, write clearly the requested information, and fax or mail. Payment required prior to shipping.
  - Print out the form, complete all information including a valid tax I.D. number and a signature.
  - Fax all pages of the form(s) with VISA/MasterCard information to our secure fax: **(206) 938-1746**
  - Or, mail the form and a check to us:

BAKE & CO. Fundraising  
6523 California Ave SW, #312  
Seattle WA 98136

We will confirm your order by phone or e-mail. Allow up to 2 weeks unless otherwise advised.

### ◆ Allow up to 2 weeks to receive pre-sale order-taker brochures.

#### What is our cost to start an Order-Taker Program?

Unless you are a prior customer or we waive this cost, we ask for a **"refundable"** deposit to cover our cost to buy the brochures from our suppliers and the cost to ship them to you. A deposit is usually requested on 50 or more brochures. This deposit can be in the form of a check which we will hold, money order which we will cash and refund on your final invoice, or the deposit can be held against a VISA or Mastercard which we will only process if we don't hear from you within 45 days. The only way we charge for a brochure is if it does not generate at least ONE item sold. Example: 800 brochures requested, 200 items on final order -- you pay for the 600 brochures at our cost (usually \$.30) that didn't generate a sale. This only seems to happen when the event is left to flounder with absolutely no promotion or publicity.

#### What if my school requires me to get a Purchase Order?

BAKE & Co. accepts a limited number of purchase orders during the season because our payment is delayed, sometimes by as much as 60 days from the time you receive your goods. Unfortunately, we are not a bank. With an organization's good credit and a chat with your treasurer or accounting/purchasing department, we can usually make this work. Approval of an organization's Purchase Order is at BAKE & Co.'s discretion and requires at least two credit references from another fundraising vendor.

#### How much time do we allow for an Order-Taker type fund-raiser?

About five to six weeks total:

- Allow us up to ten business days to get your sales materials to you (usually less). During this time, start your publicity and promotion plan. Announce the coming event and advertise everywhere and to everyone.
- Allow about two weeks for participants to collect prepaid orders and submit money and forms.
- Unless we are doing a tally/sort/pack for you, allow a week to complete your final tally, deposit money and checks, and, of course, allow for those annoying late orders.
- Once you fax the Order Submittal Form that summarizes your results to us, we will send your invoice via e-mail or fax (your preference).
- Allow us up to two weeks if we are doing the tally/sort/pack process for you.
- Unless we have approved a purchase order, we release your order for shipping upon receipt of payment for first-time customers. Small orders usually take 5 to 6 days UPS or less; large orders by truck freight are usually less than two weeks.
- Every program is different, so it's best to always call if you have questions.
- You may choose to mix and match products and programs to appeal to the broadest possible audience.

With **Direct Sell Products**, allow up to two weeks to receive the goods—it all depends on the product line shipping origin and your location.

## Getting Started with BAKE & Co. Fundraising

**A note about chocolate:** We will ONLY ship chocolate when the sustained point-to-point temperature **remains less than 75 degrees!** We carry "good quality chocolate." It needs loving care. Do not freeze; store in a cool dry location. **If you plan to sell chocolate in warm weather, order early!**

In all cases, we will e-mail or call you with tracking information or an expected delivery date. If you do not receive this information, please call us 1-800-535-2253. It is usually sent via e-mail.

### How do we guarantee success?

#### **PROMOTION PROMOTION PROMOTION!**

A fund-raiser left unattended will flounder. Success will be affected by the efforts of publicity and good communication. We help you develop a plan.

### What about awards and prizes?

Please see our link regarding Awards Programs and Ideas – <http://www.bakeco.com/awards-programs.pdf>

### What about sales tax?

Printed brochure prices do NOT include tax.

**Within Washington State** -- There is NO sales tax on items sold for fund-raising by registered non-profit organizations, or organizations that would otherwise "...qualify for non-profit status."

**Outside Washington State** -- Non-profit organizations are responsible to collect and pay any and all applicable taxes. Visit this link for more information and to use as a guideline: <http://www.fundraisetaxlaw.org>

### How do we tally orders?

It depends on the program chose. A few of our suppliers will perform the tally, sort and pack as a free service based on a minimum order, or for a fee. Otherwise, we will send you tally forms as e-mail attachments unless stated otherwise. You have a choice of using a print-out type form manually with a calculator, or I will provide you with an Excel spreadsheet into which you can enter your sales results. On the latter, a working knowledge of Excel and how to use workbooks and worksheets IS required and YOU are responsible for it's final accuracy. In both cases, there will be an "Order Submittal Form" that needs to be signed and faxed to me. I am willing to assist, so just call.

### When and where is the product delivered?

Product is delivered Monday thru Friday to a business/commercial street address at no charge (we may ask for a 5% fee to ship to a residential street address). There must be someone at the delivery site to accept and count the order and sign the pack slip. We do not guarantee delivery to any order left on a doorstep, porch or outside location. We make every effort to have your products arrive on the day and at a time you request. We cannot ship to a P.O. Box.

### The stuff is here, what do we do now?

#### **COUNT IT!**

**Store product in a secure location.** Unless your order is already sorted and packed by seller, it will arrive in bulk. If you selected more than one product, shipments will likely arrive separately since they come from different suppliers. **Upon receipt, PLEASE make sure your case count matches that on the packing slip and my INVOICE. (Count cases before the driver leaves!). Failure to do this means I will not be able to remedy omissions or errors should they occur or be the result of the freight carrier or UPS.**

#### **COUNT IT AGAIN!**

When ready for distribution to sellers, please arrange products in the order they appear on the order-taker form (I provide labels for this purpose) and BEFORE filling orders, count each category against the INVOICE. If you wait until you have distributed all products to sellers, and then have something left over and are missing an item, I can only assume it was your error. I will fix it, but we can avoid the issue completely if you simply count the items as an accurate order. THANK YOU! Tip: Paper grocery bags with handles are great for holding seller's orders as they sit flat but upright on the floor. Return the original order form to the seller with their order, staple it to the bag if sorting the order in advance of pickup.

## Getting Started with BAKE & Co. Fundraising

It's a good idea to have a "double check" station by the door as sellers leave to make sure orders are correct. Some up front prevention can save you lots of calls and a headache later!

### We are over/under or goods are damaged?

Call us, we fix it! Tell us what happened and we will solve the problem immediately.

### What services are provided?

We will assist you with a promotion plan, kick-off letter, coordinating materials, and assist you in designing an awards program.

I truly look forward to working with you. Your questions are ALWAYS welcome!



Sincerely

*Brenda Blair*

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BAKE & CO. Fundraising  
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