

KRISPY KREME FUNDRAISING

LET'S RAISE SOME DOUGH FOR YOUR CAUSE!



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SETTING UP YOUR KRISPY KREME FUNDRAISER

We are so excited to help you raise some dough for your community! Both for-profit and non-profit organizations may fundraise with us, as long as the Fundraiser proceeds will be fully used to benefit an educational, religious, charitable, or community-based cause. Here's how to get started!

WHAT TO KNOW BEFORE YOU GET STARTED:

- A minimum order of 25 dozen is required
- Delivery options vary by shop – please contact your local shop to determine if delivery is an option
- Fundraising cannot be done or redeemed in CT and Puerto Rico.
- Fundraising orders must be placed **AT LEAST 72 hours** in advance
- In-Shop Fundraising orders can be paid for with cash, credit, or debit cards. Digital Dozens must be purchased with a credit card.

For your understanding, the **fundraiser** is the person raising money and **supporters** are people purchasing the product from the fundraiser. For example, if Sarah is raising money for her soccer team, Sarah is the fundraiser. She asks her uncle John to buy doughnuts from her, making John the supporter.

TYPES OF FUNDRAISERS

THERE ARE THREE WAYS ORGANIZATIONS AND GROUPS CAN FUNDRAISE WITH KRISPY KREME:

1. **One day sale:** Fundraiser orders a set amount of product and sells to supporters at a specific date & time
 - Example: hosting a table at a little league game
2. **Pre-Sale:** Fundraiser collects orders and money in advance. Fundraiser then places an order for the exact amount of product needed
 - Example: going door to door and collecting orders and payment in advance, selling to friends & family
3. **Digital Dozens:** Digital Dozens is a virtual way to fundraise. Supporters purchase Digital Dozen certificates valid for 1 free Original Glazed dozen. This process is run online and outside of the shop.
 - Example: selling virtual certificates to friends & family members who don't live local to you

FUNDRAISING PRODUCTS

WE OFFER THE FOLLOWING FUNDRAISING PRODUCTS IN-SHOP:

FRESH PRODUCT:

- Original Glazed Dozens
- Specialty Dozens, including:
 - Chocolate Iced, Glazed Filled Kreme, Glazed Filled Raspberry, and Glazed Filled Lemon.
 - These are only sold in full dozens – you cannot mix doughnuts to create a dozen. Other doughnut varieties vary and may be available depending on your locations. Check out the shop specific details to learn more.
- Make your supporters day with our fresh dozens! Perfect for our pre-sell or one-day sale options!

BOGO CARDS

- With this card, your customers receive one dozen FREE Original Glazed doughnuts with the purchase of any dozen
- This is valid for up to 10 free dozens – a GREAT value and a Fundraising exclusive!
- Perfect for anyone who wants at least two dozen at a time!
- Valid In-Shop only

ORIGINAL GLAZED DOZEN DOUGHNUT CERTIFICATES

- Each certificate is redeemable for one dozen Original Glazed doughnuts
- Your supporters can redeem these at their leisure!
- Valid In-Shop only

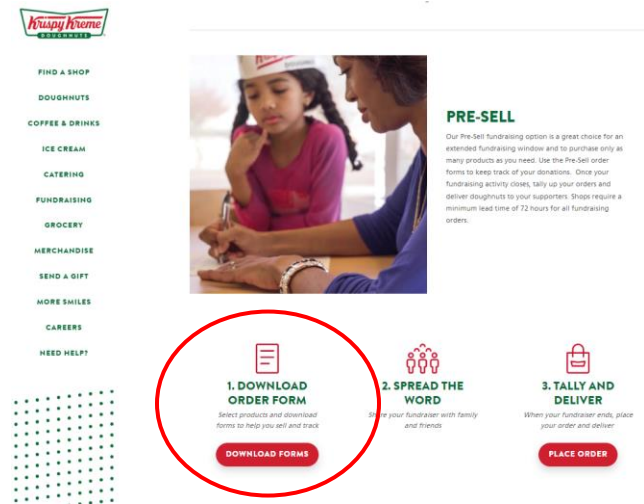
COFFEE

- Krispy Kreme coffee is available in 2 flavors:
 - Classic, 12oz bag
 - Decaf Classic, 12oz bag
- The perfect accompaniment to our fresh dozens!

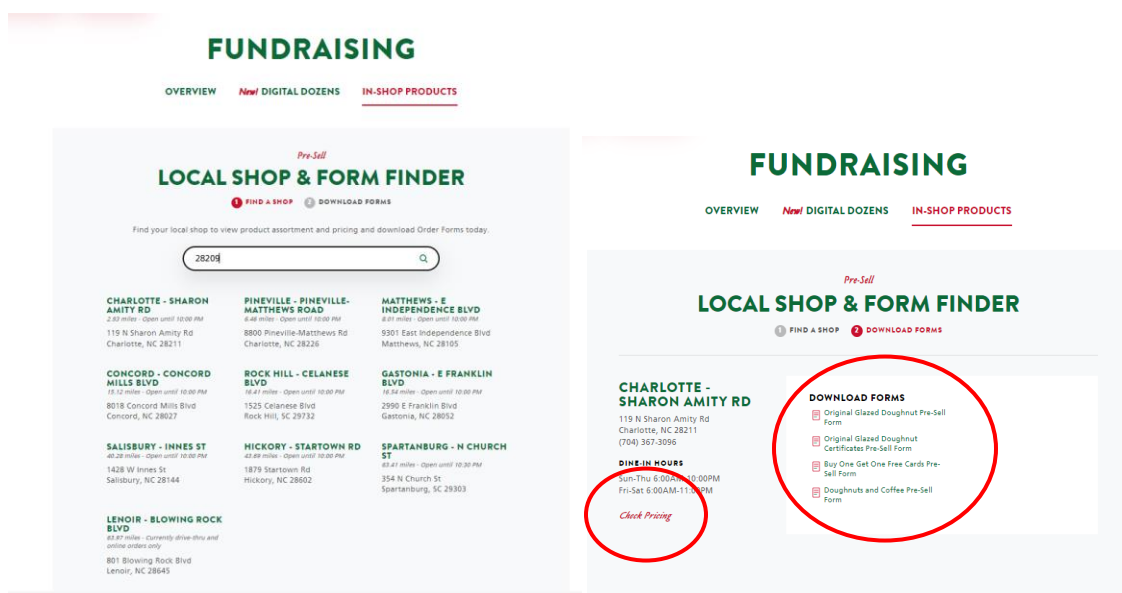
HOW TO APPLY FOR IN-SHOP FUNDRAISING AND PLACE AN ORDER

PRE-SELL PROCESS

1. Head over to <https://www.krispykreme.com/fundraising/in-shop> to get the doughnut rolling!
2. Scroll down to the Pre-Sell section and click on 'DOWNLOAD ORDER FORM'



3. This will take you to a new screen, where you will use the search function to find your local shop. Once you locate the shop that you will fundraise with, you can use the 'CHECK PRICING' button to see current fundraising pricing. You will also see downloadable forms on the right side of the page. You can download whichever forms you need based on the products you will be selling.



4. Use the forms you downloaded to collect sales from your supporters!

- Once you have collected pre-orders, you'll return to <https://www.krispykreme.com/fundraising/in-shop> and click on 'PLACE ORDER'.

Remember to place your Fundraising order at least 72 hours before you need it!

The screenshot shows the Krispy Kreme website's fundraising section. On the left is a vertical navigation menu with links: FIND A SHOP, DOUGHNUTS, COFFEE & DRINKS, ICE CREAM, CATERING, FUNDRAISING, GROCERY, MERCHANDISE, SEND A GIFT, MORE SMILES, CAREERS, and NEED HELP?. Below the menu is a grid of dots. The main content area features a photo of a woman and a child. To the right of the photo is a 'PRE-SELL' section with a description: 'Our Pre-Sell fundraising option is a great choice for an extended fundraising window and to purchase only as many products as you need. Use the Pre-Sell order forms to keep track of your donations. Once your fundraising activity closes, tally up your orders and deliver doughnuts to your supporters. Shops require a minimum lead time of 72 hours for all fundraising orders.' Below this are three numbered steps: 1. DOWNLOAD ORDER FORM (with a 'DOWNLOAD FORMS' button), 2. SPREAD THE WORD (with a 'SHARE' button), and 3. TALLY AND DELIVER (with a 'PLACE ORDER' button circled in red).

- This will prompt you to search for your local location and place your online order. During this process, you will choose a pickup date and time. Once you have submitted your order, you will receive confirmation from the shop within 48 hours.
- Payment will be due at pickup.
- You will pick up your order on the agreed upon date and distribute to your supporters!

ONE-DAY SALE

- Head over to <https://www.krispykreme.com/fundraising/in-shop> to get the doughnut rolling!
- Pick a specific day and time you'd like to sell your product to supporters. Once you have determined this, scroll down to the One-Day Sale section, and click 'PLACE MY ORDER'.

ONE-DAY SALE

Need to raise funds quickly? Our One-Day Sale fundraising option is fun and fast! Pick a day and location for your fundraiser, purchase a selection of available Krispy Kreme products, and watch the dozens disappear! Shops require a minimum lead time of 72 hours for all fundraising orders.



1. PLAN

Select a safe, convenient location and date for your one-day sale.



2. ORDER

Submit your Krispy Kreme order online, by phone or at your local shop and schedule pick-up or delivery, if available.



3. SELL

With your Krispy Kreme products in hand, set up your location and watch as the doughnuts sell themselves!

PLACE MY ORDER

3. This will prompt you to search for your local location and place your online order. **Remember to place your order at least 72 hours in advance!** During this process, you will choose a pickup date and time. Once you have submitted your order, you will receive confirmation from the shop within 48 hours.
4. Payment will be due at pickup.
5. On the agreed upon pickup date, you will pick up your order and sell the product as planned.

HOW TO CREATE A DIGITAL DOZENS ACCOUNT AND PLACE A DIGITAL DOZENS ORDER

1. Head over to <https://www.krispykreme.com/fundraising/digital-dozens> to get the doughnut rolling!
2. Scroll to the bottom of the page and click 'GET STARTED'.

READY TO START YOUR FUNDRAISER WITH DIGITAL DOZENS?

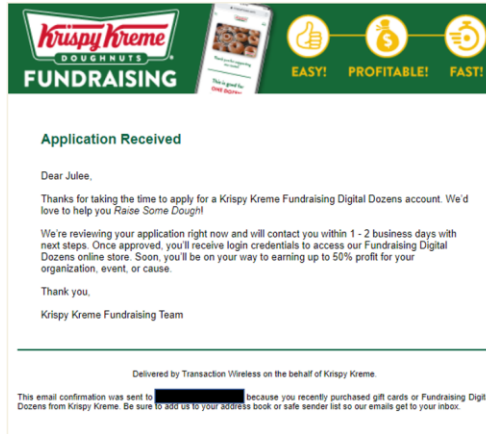
Meet your goals with this easy, virtual fundraising solution. We can't wait to help you Raise Some Dough!

GET STARTED!

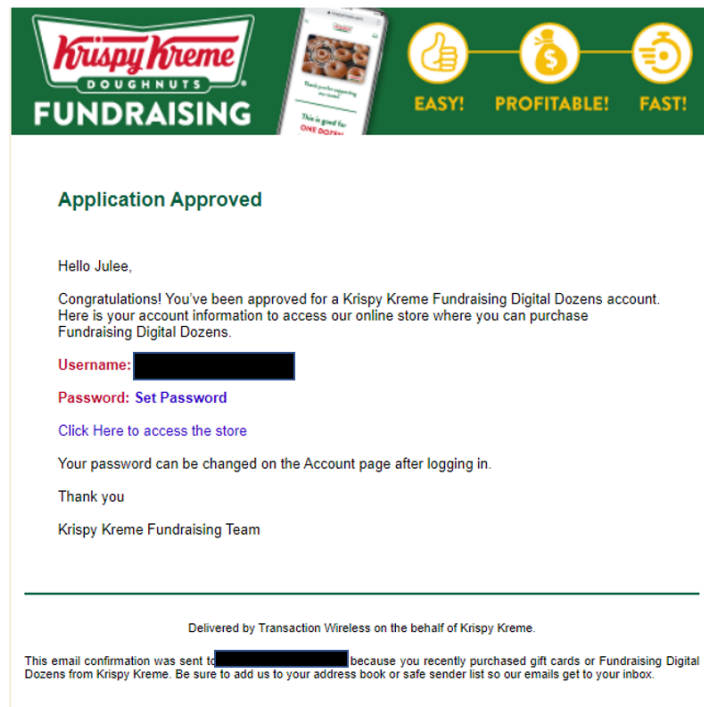
Tips for Fundraising with Digital Dozens

SPREAD THE WORD ABOUT YOUR VIRTUAL DIGITAL DOZENS FUNDRAISER	+
PERSONALIZE YOUR FUNDRAISING	+
MAKE IT EASY TO DONATE	+
KEEP TRACK OF YOUR DONATIONS	+
ACKNOWLEDGE EVERY SUPPORTER	+

3. You will be directed to the Registration page. You will enter the requested information about your organization and submit the application.
 - You will receive the following confirmation:



4. Within 2 business days, your application will either be approved or denied, and you will be notified by email either way.



5. Once your application is approved, you will receive an email detailing the process, and providing steps to get started.
6. Start selling to your supporters! Once you're ready to place an order, follow the steps below.
7. You'll navigate to https://storefront.wgiftcard.com/responsive_login/krispykreme and use the credentials provided in your welcome email.

8. From here, you will place your order for Digital Dozens. You will be able to choose to have the certificate links sent to you (and you can distribute to your supporters) or you can have the links sent directly to your supporters.
9. Payment will be due when you place the order.
10. Once you have placed your order, you will receive an email confirming your order has been received, and a separate email confirming your order.

HOW TO DETERMINE HOW MUCH TO CHARGE

When you Fundraise with us, you can raise up to 50% profit for your cause!

With our pre-sell and Digital Dozens programs, you will collect payment from your supporters and then use that money to place your order and keep the rest for your cause.

With our One-Day sale program, you will place the order with your own funds and then use money you make to cover that cost and keep the rest for your cause.

For our In-Shop programs (pre-sell & one-day sale), visit <https://www.krispykreme.com/fundraising/pre-sell-order> and search for your shop. Then, click the "Check Pricing" button, which will bring up a screen that shows the different products and their corresponding prices. Here is an example of this "Check Pricing" document:



NEED TO RAISE A LOT of DOUGH?

KRISPY KREME FUNDRAISING CAN HELP!

DOUGHNUTS

Made fresh daily at your local Krispy Kreme shop!

ORIGINAL GLAZED™ DOUGHNUTS		
YOUR COST	SUGGESTED SELLING PRICE	PROFIT
\$6.50	\$13.00	\$6.50

CHOCOLATE ICED* GLAZED FILLED* KREME™ - SAGEBERRY & LEMON FILLED		
YOUR COST	SUGGESTED SELLING PRICE	PROFIT
\$7.25	\$14.50	\$7.25

*ALL VARIETIES COME IN WHOLE DOZENS.

BOGO CARDS

BUY ONE GET ONE FREE

Valid for 10 FREE dozens - a GREAT value and a Fundraising exclusive!

With card, your customers receive one dozen FREE Original Glazed™ doughnuts with the purchase of any dozen.

YOUR COST	SUGGESTED SELLING PRICE	PROFIT
\$11.00	\$22.00	\$11.00

NOT VALID AT GROCERY OR CONVENIENCE STORES.

ORIGINAL GLAZED* DOZEN DOUGHNUT CERTIFICATES

Simple fulfillment for you & your customers choose to get their doughnuts whenever they want them. Each Certificate is redeemable for one dozen Original Glazed™ doughnuts.

YOUR COST	SUGGESTED SELLING PRICE	PROFIT
\$7.00	\$14.00	\$7.00

NOT VALID AT GROCERY OR CONVENIENCE STORES.
(Limit 2 Certificates redemption per day)

KRISPY KREME COFFEE

Doughnuts and Coffee go perfect together. Krispy Kreme Coffee is available in 2 delicious flavors: Classic Coffee and Classic Decaf Coffee. Available in 12 oz. bags only.

YOUR COST	SUGGESTED SELLING PRICE	PROFIT
\$7.00	\$9.00	\$2.00

To place your order online, visit [krispykreme.com/fundraising](https://www.krispykreme.com/fundraising) for details. Minimum order of 25 units to qualify for Fundraising pricing. Pricing and profits do not reflect any applicable sales tax. Prices subject to change. ©2023 KKDC

In the "Check Pricing" form, we have added a Suggested Selling Price that will help you earn up to 50% profit!

For Digital Dozens, we recommend that you charge double the cost. Digital Dozens varies and can be found by starting the Digital Dozens process.

RECEIVE YOUR ORDER

For the best results, we recommend that you follow the guidelines below:

- Plan to deliver your Krispy Kreme doughnuts to your customers as soon as possible.
- Bring a copy of your tax exempt form, if applicable
- During your Fundraiser, keep your doughnuts in a cool shaded area and avoid direct sunlight.
- Do not freeze or refrigerate the product as the quality will deteriorate.
- Do not stack more than 4 boxes to avoid any damage.
- Store and transport boxes on a flat surface to avoid any damage

Small car (ex. Toyota Corolla)	40 – 60 dozen
Medium car (Toyota RAV4)	60 – 80 dozen
Large SUV (Toyota 4Runner)	100 – 120 dozen
Minivan (Toyota Sienna)	180 – 200 dozen

*Car capacity estimated based on driver only

FAQs

IS FUNDRAISING REALLY PROFITABLE?

YES! Across the country in recent years educational, religious, and charitable organizations collectively raised over \$40 million a year.

WHO QUALIFIES FOR A FUNDRAISER?

Both for-profit organizations and non-for-profit organizations may be approved to conduct a Krispy Kreme Fundraiser when the Fundraiser proceeds will be fully used to benefit a group/cause that is one of the following types (verification required for approval):
EDUCATIONAL – proceeds are being used to support a school or educational institution or a school-related organization (e.g., club/student/parent group; athletics; band/choral; school equipment; student development; scholarships). RELIGIOUS – proceeds are being used to support faith-based activities or church-related organizations (e.g., youth group; missions; benevolent programs; building fund; congregational support). CHARITABLE – proceeds are being used to support a registered 501(c) charitable organization. COMMUNITY – proceeds are being used to support community-based activities devoted exclusively to charitable, educational, or recreational purposes and not for individual or commercial gain.

WHAT IF THERE IS NO KRISPY KREME SHOP IN MY TOWN?

Many customers tell us that the distance makes their FUNDRAISER even more profitable (their customers are especially excited to get fresh Krispy Kreme without making a special trip!).

WHAT IF WE HAVE A SMALL GROUP?

Krispy Kreme FUNDRAISING works for groups of most any size. With very low minimum orders (25 items), your small group can easily hold a "One-Day" sale direct to the public at sports events, community activities, and even outside local businesses (with their approval)...anywhere hungry folks might gather can work!

I HAVE COMPLETED MY ORDER AND RECEIVED THE ALLOCATION DOWNLOAD. HOW DO I SEND THEM TO THOSE THAT PURCHASED BEYOND JUST SENDING A LINK?

You can copy and paste the links in an email using your personal or organizational email address.

DO I PAY UPFRONT?

With Digital Dozens you can pre-sell and collect the money from your supporter, then submit your order online for what you have presold or you can purchase them up front and sell them to supporters and send the Digital Dozen immediately upon payment receipt to your supporter.

WHAT ARE ACCEPTABLE PAYMENT METHODS FOR DIGITAL DOZENS?

Digital Dozens are purchased online via credit card (Visa, MasterCard, Discover, or American Express).

WHAT ARE THE MINIMUM PURCHASE REQUIREMENTS?

The minimum purchase requirement is 25 dozen per order.

SHOULD I WAIT UNTIL I HAVE ALL MY ORDERS TO PURCHASE MY DIGITAL DOZENS?

You can make multiple purchases to suit your fundraising needs – for example - if you pre-sold 30 today and purchased 30 to distribute to your supporters and next week you pre-sold 50, you could log onto your account and purchase 50 more. Controlling your fundraiser is easy. You can purchase what you need when you need it.

HOW CAN I ENSURE I HAVE A SUCCESSFUL FUNDRAISER WITH DIGITAL DOZENS?

Reach out to friends and family via email, social channels and let them know about your fundraiser. Keep a list of all your supporters, name, email address, telephone number and if their money has been collected.

CAN I HAVE THE DIGITAL DOZENS SENT DIRECTLY TO MY SUPPORTERS?

Absolutely! Fundraising with Krispy Kreme has never been easier. Simply collect the supporter's information, name, email address, telephone number and the quantity they want. When you place your order use the "send to multiple recipients" option. It will provide you with a sample file you can enter the information of the supporters along with a personal message to send to the supporter. Easy, Profitable, Fast!

WHEN WILL MY SUPPORTERS RECEIVE THEIR DIGITAL DOZEN CERTIFICATES?

Customers can select the "Send Now" option and supporters will receive their Digital Dozens in 10 – 15 minutes. The "Send Later" option allows customers to schedule when the Digital Dozens are to be sent – supporters should receive 10-15 minutes after date and time selected.

WHAT INFORMATION SHOULD I INCLUDE ON MY DIGITAL DOZENS FUNDRAISING APPLICATION TO ENSURE I AM APPROVED AND WOULD HELP EXPEDITE MY APPLICATION?

Tax ID

If you are raising money on behalf of an organization, reach out to your organization chair to request the tax id/EIN number for application approval.

This will help the application processing time

Purpose of the fundraiser

Please include a short sentence describing what you will be doing with the funds you raise.

Example: club/student/parent group; athletics; band/choral; school equipment

Organization Information

Please include or use the organizational address and phone number you are supporting. This information is needed to verify the organizational information.

Website or social links

If a Tax ID is not available, please include a website or social link that supports the organization or cause, you are fundraising to benefit.

Example: If your softball team, dance team etc., has a Facebook page include a link.

ARE THE PROFITS DEDUCTED FROM THE ORDERS BEFORE THEY ARE PLACED, OR DO WE PAY FULL PRICE AND SEND A CHECK ON THE BACK END?

Krispy Kreme Fundraising sells products to customers at a reduced retail price with a recommended resell pricing per product. Fundraisers will sell the product at the recommended resell price and pay Krispy Kreme the reduced retail price, therefore fundraisers have their profits immediately.

CAN I PAY EXTRA, TO NOT HAVE THE DOUGHNUTS PLACED IN THE FUNDRAISING BOX, BUT A REGULAR BOX?

Please contact the shop that will be fulfilling your fundraising order to discuss options.

CAN I USE CASH, CHECK OR CREDIT CARD TO PAY FOR MY IN-SHOP FUNDRAISER?

Shops accept cash, credit and debit cards. Customers would need to consult with the individual shops regarding the acceptance of checks.

IS THERE A TIMEFRAME IN WHICH I NEED TO CONDUCT MY FUNDRAISER?

No, there is no timeframe for pre-sell or Digital Dozens. You can start and end your fundraiser as you please.

IF I HAVE BEEN APPROVED ONCE, DO I HAVE TO BE APPROVED TO FUNDRAISE AGAIN?

Currently, you do have to start the process from the beginning each time you fundraise. We are planning on changing this in the future, but for now, this is the case.

WHAT DO I DO IF A DIGITAL DOZEN ORDER WENT TO THE WRONG EMAIL ADDRESS?

Send an email to digitaldozensfundraising@krispykreme.com with the customer's name, email address, contact phone number, incorrect email address used and correct email address.

DOES THE CREDIT CARD HAVE TO BE IN THE FUNDRAISING APPLICANT/ BUSINESS NAME, OR CAN A PERSONAL CREDIT CARD BE USED?

On the payment screen, enter the exact Name on Credit Card you wish to use.

CAN I PARTICIPATE IN BOTH DIGITAL DOZENS AND IN SHOP FUNDRAISING AT THE SAME TIME?

Yes! Customers can do both. The customers will need to complete both applications, one for In-shop and one for Digital Dozens. Based on your order, if you need to request Digital Dozens less than the 25 minimum, please send an email to digitaldozensfundraising@krispykreme.com for assistance. For In-Shop orders less than the minimum please contact the shop directly for options.

CAN I HAVE MY FUNDRAISING PRODUCT DELIVERED?

Delivery options vary. Contact your fundraising shop to discuss details and pricing.

STILL HAVE QUESTIONS ABOUT FUNDRAISING? CONTACT US.

For questions about fundraising with fresh products, coffee, and fundraising certificates contact us at <https://krispykreme.com/about/contact-us>.