

FIVE HINTS...

FOR ASPIRING CHAMPIONS!

Hint #1 Think Big!

If you want to sell lots of cookie dough, think numbers, *big numbers!* Who are the large employers in your area? Where are the main shopping areas, e.g. malls, food stores, shopping centers, etc.? Are there big events where you could set up a table and sell, e.g. sporting events, festivals, concerts, grocery stores, etc.? How could these organizations use gourmet cookie dough to improve their community image, increase their revenues, thank their employees or customers, etc.

Hint #2 Think: How Many Ways Can Gourmet Cookie Dough Be Used?

Companies and organizations could give their employees gourmet cookie dough as holiday *gifts*. They could use it as a *Thank You* to their customers, as *incentives* to buy, or as a *reward* for outstanding performance. One winning idea here could sell tens and even hundreds of tubs of cookie dough.

Hint #3 Think: Food Companies

Suggest to restaurants, delis, concession stands, food service companies, caterers or any organization that provides meals buy Little Ol' Cookie House gourmet cookie dough from you, bake the cookies and either

add them to their meals or sell the cookies separately. This would be a WIN-WIN-WIN: they would be making a significant contribution to the community, their customers would enjoy luscious homemade cookies and you would be on your way to reaching your fund raising goal in a big way!

Hint #4 Use the Telephone

A well-structured telephone campaign can be very effective. You are able to contact a large group of people in a short time. This can be an especially effective way to reach past customers/supporters but works equally well for “cold calls.”

Hint #5 Ask for Advice

Solicit the advice – and help – of business and community leaders. They are interested in the health, livability and growth of their communities and willing to support efforts to reach these goals. They are also able to tap into significant resources. Tell them what you are trying to do, ask them for their thoughts and invite them to help in whatever way fits into their community and gift-giving goals. Some creative thinking here could be of great help to them – and your organization.