



HELPING SCHOOLS BUILD STRONG COMMUNITIES

OCTOBER 2014

Dear Fundraising Coordinator,

Thank you for deciding to partner with Cold Stone Creamery Watertown, NY for your fundraising program. We look forward to working with you to help your group meet its goals. We have two great options for raising money for your group. Once you have selected the one that is best for you, we will work together to ensure a smooth running program. As always, please feel free to contact us with any questions.

Best Regards,

The Cold Stone Creamery Team

OPTION 1: HOST A SWEET NIGHT

Make fundraising fun and help your group earn money when you host a Sweet Night at Cold Stone Creamery Watertown. During this Event, we will give your group 15% of the sales from anyone who mentions your group with their order. Cold Stone will provide flyers ahead of time for your group that you can hand out to help spread the word about your event. We recommend inviting as many people as you can! Cold Stone will also allow you to have members of your group hand out flyers to other patrons at the door on the night of the event. Enjoy a sweet night for your sweet cause!

OPTION 2: CAKES FOR CASH

Fundraising is a treat when you take part in our Cakes for Cash pre sale fundraising program. Let us provide you with full color brochures and order forms so your group can sell something everyone loves; Cold Stone cakes, cupcakes, and ice cream sandwiches. Once you've filled your order forms with orders, we will do the hard work and make the cakes for your friends and family to pick up right at our store. Cold Stone will cut your organization a check for 20% off all order form sales. Now you can have your cake and eat it too!

