

It's  
hard  
not to

fall in love

with the

Simplista **CTABILITY**

of an **Otis Spunkmeyer**  
fundraiser.



# Quality

means more

**DOUGH**



White Chocolate Macadamia Nut

When you choose Otis Spunkmeyer® as your fundraising partner, you'll quickly find out that our gourmet cookie dough helps you raise a lot more money for your organization.

- The Otis Spunkmeyer brand is so well-recognized and adored that IT PRETTY MUCH SELLS ITSELF. In fact, your organization can SELL UP TO 20% MORE than other cookie dough and non-cookie dough fundraisers\*. That means more money for field trips, equipment, or whatever it is you need.
- Our cookie dough is made with the best ingredients out there, like real creamy butter, fresh whole eggs, Barry Callebaut® Chocolate, and plump California Raisins. A lot more of the good stuff means HAPPIER CUSTOMERS, MORE REPEAT SALES, AND MORE MONEY FOR YOUR ORGANIZATION. Otis quality is the difference your customers will appreciate and remember with every Otis fundraiser you conduct.

for you.

0 GRAMS trans fats

made with cage-free eggs  
no added preservatives  
no partially hydrogenated oils

- From traditional chocolate chip and butter sugar cookies to unique signature flavors and reduced fat, we have enough variety to satisfy any taste bud without overwhelming your customers with too many options.



Our pre-portioned frozen cookie dough is preferred by consumers because of its convenience and ease.\*\* There's NO THAWING, SCOOPING OR MIXING required.

cookies for cause

Our Cookies for a Cause program helps build awareness and rally support for Susan G. Komen for the Cure® and the Make-A-Wish Foundation®. So in addition to raising money for your organization, you can also help support two incredible causes.



MAKE-A-WISH



\*Results posted by large national fundraising customer  
\*\* Fundraising Channel Dynamics, May 2008



WE  
WORK  
HARD



So you  
don't have  
to.



Bake-Up Brownie Rounds™

Otis Easy Direct-to-You is a simple-to-execute fundraising program that gives you the support you need—from start to finish.

- As a stable, well respected national fundraising company, we provide peace-of-mind from OVER 20 YEARS OF FUNDRAISING EXPERIENCE that has benefited organizations just like yours.
- Our **Fundraising How-To Guide** will help you stay organized. From kicking off and announcing your event, to tallying your order for delivery and distribution day, our guide and **support materials** will help you navigate the process and achieve success.



A friendly Otis representative will deliver your order, plus unload and stage the product at a location and time that's convenient for you. Your order will be confirmed, and any questions you have will be answered. So the entire fundraising process is EFFICIENT, SEAMLESS, AND ACTUALLY FUN.

- Otis offers fun, eye-catching event materials and other tools to help you promote your fundraiser and sell more. Most of our materials are AVAILABLE AS FREE DOWNLOADS ONLINE, and we'll provide you with recommendations on when and where to use them so you'll achieve FUNDRAISING SUCCESS.

There are no upfront costs to you or your organization.

It's just that easy.



Strawberry Shortcake

An Otis fundraiser will be your absolute favorite way to raise money for your organization.

- 1 Young people already have a connection to the Otis Spunkmeyer® brand because WE'RE THE NAME THEY KNOW from school. So when it comes to fundraising, they'll be more excited and more likely to sell our cookie dough versus other fundraising products they don't know.
- 2 The Otis Easy Direct-to-You program is all about simplicity. Because we offer straightforward choices and gourmet quality, consumers don't feel overwhelmed and are more likely to choose their favorite flavors. It's easier for you, your sellers and their customers.

There's  
**More  
Fun**  
in every crumb.

Consumers prefer our convenient re-sealable, re-usable packaging over bag-in-box options because it protects the product and is reusable\*. It's perfect for storing practically anything once their cookie dough is gone. The dough is also stored in a bag inside the tub to preserve its freshness and quality.



- 3 Otis Spunkmeyer fundraising products STAND OUT FROM THE CROWD. So when your customers are bombarded by a flurry of other fundraisers, it's Otis they want to buy.
- 4 Otis offers on-trend seller incentives, which will MOTIVATE YOUR GROUP to participate, and ultimately sell more.

Find out how you can raise more money for your organization with the Otis Easy Direct-to-You fundraising program.

[www.spunkmeyer.com/fundraising](http://www.spunkmeyer.com/fundraising)

BUSINESS CARD INSERT

