



Especially For You...

**The Joe Corbi's® Guide To
A Successful Fundraiser!**

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Our Service Commitment

Free Samples

Promote your sale at back to school night or any school activity where the parents can see and taste our products.

Free Posters

Promote your sale by hanging our colorful posters around your building.

Educational Kick-off Assembly

Introduce the fundraising program to students and staff with an educational assembly. Our professional Sales Representatives will be there to help motivate your team to sell.

Volunteer Support Team Program

A program designed to help you recruit volunteers to support a smooth and easy fundraising campaign.

Cover Letters

Our letters and reminders are available to fit your specific needs and goals.

Electronic Software

Keep your sale organized with our custom E-tally software.

10-Day Turn-Around of All Orders

Your order will be delivered 10 days after you submit your order. You can also add to your order up to 3 days prior to your delivery.

Great Profits

Tiered Profit Structures

Unlike other companies that pay a flat percentage on your retail sale, we focus on the quantity of items that you sell. Our tiered profit levels are a huge advantage over a flat profit percentage for your organization. See the insert for more details.

On-line Ordering

Out of state friends and family can help you earn additional profits by using WWW.JOECORBISDIRECT.COM and having their items shipped directly to them while you earn profits.

Guaranteed Delivery

Fresh Quality Products

We bake all of our products right here in the U.S.A. just prior to your delivery. You never have to worry about substitutions or back orders.

Delivery Day & Time

Made upon your request allowing ample time for notifying your sellers.

Personal Delivery

Products are delivered by our professional drivers in our refrigerated delivery trucks.

Easy Distribution

All of our products are color coordinated for easy distribution.



Our staff of over 250 people bake products fresh daily using the finest ingredients and deliver them in our refrigerated trucks to ensure freshness.

Consumers Choose Food First When Making Fundraising Decisions

Friends, family and co-workers prefer to purchase a food product when making a decision on what to buy from a fundraiser. Why? Quality and value for their dollar. After you conduct a Joe Corbi's® Fundraiser, your parents will ask "When will we be selling Joe Corbi's® again?" Because it's easy, fun and profitable. Here are a few fun facts:

1. On average 93% of Americans eat at least one pizza per month.
2. 67% of Americans order pizza for a casual evening with friends.
3. Each man, woman and child in America eats an average of 46 slices (23 pounds) of pizza a year.
4. Americans eat approximately 100 acres of pizza each day, or 350 slices per second.



"Your whole wheat crust pizza kits with seasoned cheese packets are so delicious. I've tried the harvest wheat by a brand in the grocery store, and they aren't even close. The ones sold in kits for fund raisers by another pizza company don't taste nearly as good either. In fact, we didn't really like the taste of their wheat crust at all. Yours are the best. My husband and I don't eat regular white flour crust anymore, and your whole wheat crust has really hit the spot. So good! Thank you."

Mary Beth
North Augusta, SC

Dear Joe & Family,
Just wanted to let you know we had your pizza. It was just OUTSTANDING! Very good. Couldn't believe it was a frozen pizza. We had it during the Super Bowl. They all thought we bought it at a Pizza Shop. Keep up the good work. Best Fundraising Food we have EVER bought.

Barry & Carol Estell
Mauricetown, NJ

The Corbi's® Difference

4 important questions to ask your current fundraising company.

1. **In a time where profits and participation are declining, has your fundraising company provided you with products to help change the situation?**

Your Current Fundraiser: _____.

Joe Corbi's® Answer: We know consumers prefer quality food products first, this means higher participation and profits to your organization. After your sale is over your supporters will ask how they can purchase more of our products because of our superior quality and value.

2. **Do the products that you sell have the quality and value that your buyers are looking for?**

Your Current Fundraiser: _____.

Joe Corbi's® Answer: We use only the finest ingredients available like Sargento® Cheese, California Ripe Tomatoes, Tyson® Foods and our custom milled flour for our crusts. Our products are superior in quality compared to retail and at a lower price. We offer food products that can be consumed anytime of the year.

3. **Do you get the support and confidence from your current fundraising company to have successful sales?**

Your Current Fundraiser: _____.

Joe Corbi's® Answer: Our dedicated Customer Service and Sales Representatives assist you in every step of the way. All of our deliveries are made by Joe Corbi's® personnel in our refrigerated trucks.

4. **Do you think that you or your buyers should have to accept back orders and substitutions?**

Your Current Fundraiser: _____.

Joe Corbi's® Answer: We know that back orders/substitutions are a hassle therefore we bake and ship all our orders complete. Our products are made fresh daily in our own bakeries right here in the U.S.A.

Please consider Joe Corbi's® to organize your next successful fundraiser!

Helpful Hints For Success!

- **Your Goal** is determined by how much money your organization would like to raise. Make sure all potential sellers know how many items they need to sell in order to reach that goal:

$$\text{Goal: } \$ \underline{6,600} \div \text{No. of sellers: } \underline{100} = \text{Profit per kit: } \$ \underline{6.00} \text{ (Average)} = \text{Kits per seller: } \underline{11}$$

$$\text{Goal: } \$ \underline{\hspace{2cm}} \div \text{No. of sellers: } \underline{\hspace{2cm}} = \text{Profit per kit: } \$ \underline{\hspace{2cm}} = \text{Kits per seller: } \underline{\hspace{2cm}}$$

- **Cover Letters** can be attached with each brochure giving instructions to your sellers. Ask our Customer Service Representative to email you a sample letter. See our website for sample letters under Selling Tools.
- **Promote Sales** by placing the colorful posters provided by Joe Corbi's® in high visibility areas like bulletin boards and main entrance corridors. Promote your sale on your organizations website. Have parents and volunteers hang sales fliers at their place of employment. Your sellers out of town family and friends can order on-line and designate your organization to receive the profits. Continue to make announcements during the sale to remind your sellers to keep selling to meet their goals.
- **Door-to-Door** selling is not endorsed by Joe Corbi's®. Encourage your sellers to call and send emails to their friends, family members, co-workers, and anyone else they know who would enjoy supporting your organization.
- **Reminders** during the sale help to ensure continued selling efforts. Let everyone know where your organization is in reference to your sales goal. Also have reminders for the delivery date and pick-up time.
- **Volunteer Support Program (VSP)** is designed to help you organize your volunteers. Joe Corbi's® will provide you FREE OF CHARGE, 12" Senior Cheese Pizza Kits for your volunteers.
- **Completed selling**, now you're halfway there! Simply collect the collection envelopes and payment. Using your tally sheets, total the envelopes and make sure the quantities and total dollar amount agree. Next, deposit the money in your group account. When you phone in the order you'll be given the amount due on delivery.

Tools such as cover letters, posters, reminder letters, checklists, logos and photos are available to help promote your fundraiser and increase your profits.

Visit us at www.joecorbi.com for more selling tools!

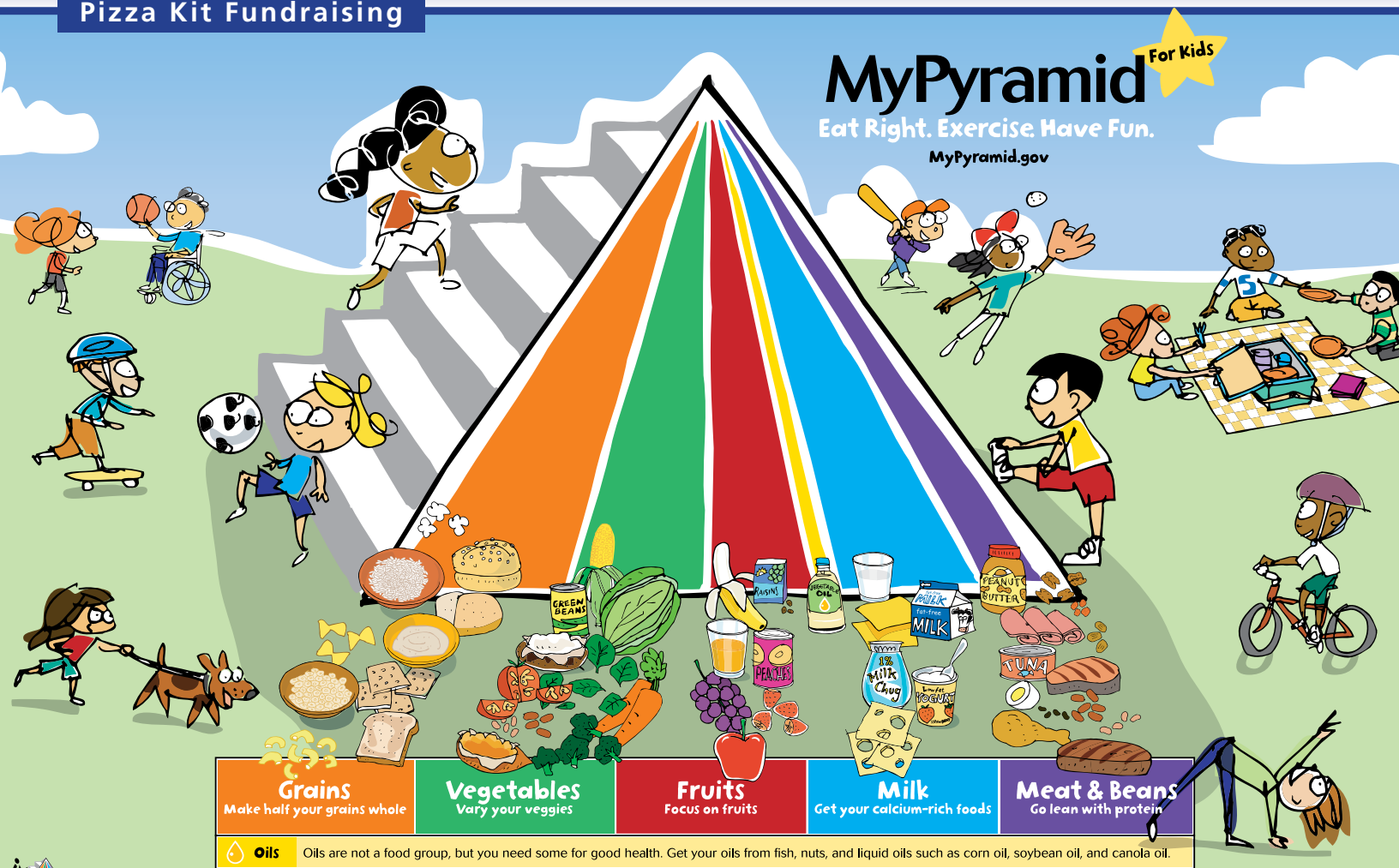
Pizza Kit Fundraising

MyPyramid

For Kids

Eat Right. Exercise Have Fun.

MyPyramid.gov



Grains
Make half your grains whole

Vegetables
Vary your veggies

Fruits
Focus on fruits

Milk
Get your calcium-rich foods

Meat & Beans
Go lean with protein

Oils Oils are not a food group, but you need some for good health. Get your oils from fish, nuts, and liquid oils such as corn oil, soybean oil, and canola oil.

★ Find your balance between food and fun

★ Fats and sugars — know your limits

U.S. Department of Agriculture
Food and Nutrition Service
September 2005
FNCS-381

USDA

TEAM
FOR A HEALTHIER YOU

MyPyramid.gov

USDA is an equal opportunity provider and employer.

- **GRAINS:** Pizza crust is a member of the grains group. Joe Corbi's® pizza is made with enriched wheat flour. Joe Corbi's® offers a whole wheat crust pizza; this is a smart choice for increasing whole grains. More whole grains puts more fiber in your diet.
- **VEGETABLES:** Pizza sauce is a member of the vegetable group. Joe Corbi's® pizza sauce is made from a cooked/concentrated puree of fresh tomatoes. Cooking fresh tomatoes enhances the presence of lycopene; research has shown this antioxidant may protect against certain cancers.
- **FRUITS:** Fruit from home (pineapple, raisins, cranberries) can top a Joe Corbi's® pizza for the adventurous crowd. This will make Joe Corbi's® pizza deliver even more nutritional goodness.

- **MILK:** Cheese is a member of the milk group. One and one-half ounces of cheese has the same amount of calcium as an eight-ounce glass of milk. With Joe Corbi's® cheese-topped pizzas, you can eat your calcium! Joe Corbi's® tops a whole wheat crust cheese pizza kit with reduced fat cheese.
- **MEAT & BEANS:** Some Joe Corbi's® pizzas include flavorful (not heavy) amounts of traditional pizza meats (pepperoni, sausage). Heavy amounts of these meats on pizza can contribute extra fat. Extra lean meat and bean toppings can be at-home add-ons according to personal taste preferences and health concerns.
- **OILS:** As an important ingredient to produce tender and flavorful crusts and flavorful sauces, Joe Corbi's® uses small amounts of soybean and corn oil in these pizza components.

Joe Corbi's® Pizza — A Nutritious Foundation for Eating Healthy

Putting Joe Corbi's® pizza at the center of a meal is a great beginning (foundation) for good nutrition.

- Traditional pizza meals usually include salad and/or fresh vegetables. And many pizzas include vegetables and even fruit as toppings. Vegetables and fruits supply basic nutrients as well as antioxidants that may promote health and protect against certain diseases.
- All of the Joe Corbi's® pizza kits include cheese and cheese is a source of bone-building calcium.
- Home cooks can start with a Joe Corbi's® cheese pizza kit and add toppings to build creative and healthy pizza pies. You can now copy some of the healthy topping combinations now found in fancy pizza restaurants.
- Having time to cook is a component of healthful eating and a Joe Corbi's® pizza kit is a star when cooking time is too short. Cooks, and even kids with help, can quickly build a healthy meal by adding an extra vegetable or two to a Joe Corbi's® pizza kit. Pizza bake time is just enough time to prepare fresh or canned fruit for dessert and to set a table fit for the family.

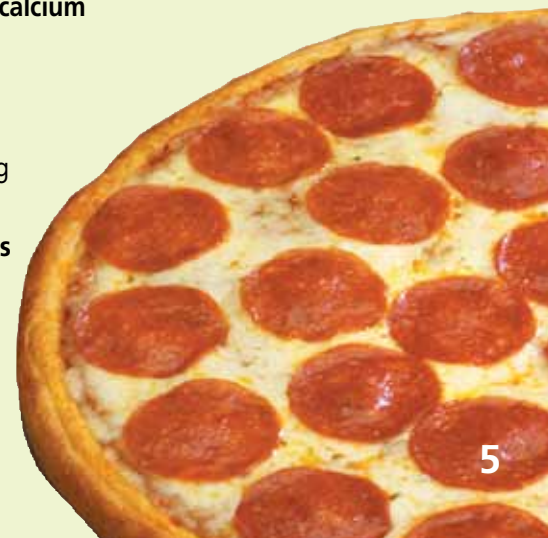
Health Power to the Pizza Cook and Parents!

Joe Corbi's® understands calorie and other nutrition concerns. Home cooks will find it helpful that Joe Corbi's® original pizza kits are portioned into serving sizes that range from 200 calories per piece to 280 calories per piece. Each pizza kit includes calorie and other nutrition information for the complete pizza and for individual components on the nutrition label. This puts the power to plan a healthful meal into the hands of the home cook!

Joe Corbi's® pizza makers know the United States is experiencing a child obesity crisis. Health experts advise families, schools and others concerned about this situation to use a multi-component strategy to correct the problem; families are advised to practice healthful, balanced eating, increase physical activity, and learn more about health and nutrition.

Helpful sources for more information on healthful eating. Learn more about:

- **MyPyramid and design a personal plan**
www.mypyramid.gov
- **US Dietary Guidelines and how good dietary habits can promote health**
www.healthierus.gov/dietaryguidelines
- **How to use Nutrition Facts on labels to make smart food choices**
www.cfsan.fda.gov/~dms/foodlab.html
- **School Nutrition**
www.schoolnutrition.org/parent.aspx?id=1981
- **Dairy foods and calcium**
www.3aday.org
- **Lycopene**
www.lycopene.org
- **Fruits, vegetables and health**
www.5aday.org



Joe Corbi's® Fundraising Completed In 31 Days

Day 1 <u>Start Sale</u> <ul style="list-style-type: none"> Announce the sale Distribute brochures Place colorful posters in visible areas 	Day 2 <ul style="list-style-type: none"> Seller should sell to friends, family and co-workers 	Day 3 <ul style="list-style-type: none"> Out-of-town family & friends can participate by using: www.joecorbisdirect.com 	Day 4 <ul style="list-style-type: none"> Promote sales 	Day 5	Day 6	Day 7
Day 8	Day 9	Day 10 <i>Contact friends, family and co-workers</i>	Day 11	Day 12	Day 13	Day 14
Day 15 <i>Send home reminder letters</i>	Day 16	Day 17	Day 18 <u>Sale Ends</u> <ul style="list-style-type: none"> Collect envelopes & payments Total the envelopes Deposit money into group account 	Day 19 <u>Call in Your Order</u>	Day 20	Day 21
Day 22	Day 23 <i>Sell 11 items to qualify for Joe Corbi's® rewards</i>	Day 24	Day 25	Day 26	Day 27 <u>Last Day To Add To Your Order</u>	Day 28
Day 29	Day 30	Day 31 <u>Delivery & Pickup</u> <ul style="list-style-type: none"> Verify the order and submit payment to the driver 	Sign up for <u>your next sale!</u>			

Joe Corbi's® Fundraising Programs Are Great For Any Organization That Needs To Raise Funds!

- Churches
- Public Schools
- Private Schools
- Vocational Technical Schools
- Daycare Centers
- Private Businesses
- College Organizations
- Family Reunions
- Music Groups
- Clubs & Social Organizations
- PTA/PTO Organizations
- Boy Scouts & Cub Scouts
- Girls Scouts & Brownies
- Sports Teams
- Cheerleading Groups & Teams
- Dance Schools & Groups
- Recreation Leagues/Recreation Centers



Delivery Day

Our Joe Corbi's® professionals are extremely prompt and will arrive at the time you requested. Here are some helpful hints to make your delivery process go smoothly:

- Remind your volunteers ahead of time to meet you at the delivery location prior to your delivery time.
- If you have not already done so, arrange your collection envelopes in alphabetical order, and/or separate them by classroom, teacher, or team. Arrange to have tables set up ahead of time.
- Have an area designated for the products to be unloaded and stacked. The truck will arrive with your order arranged on 4' x 4' pallets. This way the order will be unloaded much quicker. It is helpful if you have means to accommodate full pallets.
- Once the Joe Corbi's® driver arrives on the scheduled date and time, he/she will be using a hand cart to move the products. Any additional help you can provide will be greatly appreciated.
- When the driver arrives, he/she will ask that you **NOT** distribute any of the products until everything is completely unloaded from the truck and counted. This is to insure the count and product selection is accurate. After you have verified the order and signed the invoice, please give the driver the certified check or money order.
- You will notice that each product is color coded. Wall tags identifying each product are available also on our website under Selling Tools. This makes it easy to identify different products at a glance. If stacked in the sequence listed on the order form and 10 units high, you'll find that it's very easy to locate, count and distribute the products to your sellers.
- Since you have already arranged the order forms alphabetically, simply pull the sellers collection envelope as they arrive and fill their order. It's not necessary to break down the orders by seller.

- When distributing the units to the sellers, double count their entire order for accuracy. An incorrectly counted pick-up will throw off your ability to fill each seller's order.

Important:

All of our products are PERISHABLE. Please distribute all the products to your sellers as soon as possible. Please remind your sellers that the products are perishable and must be refrigerated or frozen within a reasonable amount of time after delivery. The product can be kept at room temperature for 3-4 hours.

Helpful Hint:

How many volunteers are needed? Smaller sales need 1 to 3 volunteers and larger sales may need 4 or more. One volunteer to greet sellers and pull the collection envelopes; one to fill the order and one to have sellers sign the tally sheet, verify the products are correct and have been received.

“Delivery of nearly 4,000 pizza kits went very smoothly... We were amazed with the way you handled the delivery with precision and in an orderly fashion.”



✓ Chairperson's Checklist



Account Information: _____
Enter your customer account number.

Reserve Delivery Date: _____
Call Joe Corbi's® at **1.888.JCORBIS (526-7247)**.

Selling Dates: _____ to _____
Start date End date

Date Orders & Money are Due to Chairperson: _____

Phone In Order Date: _____
Please phone in your order at **1.888.JCORBIS (526.7247)**.
Call in your order a minimum of 10 days before day of delivery.

Last Day for Add on Orders: _____
Reminder – 3 days before delivery.

Delivery Date: _____ delivery time: _____
Please remind your sellers that the products are perishable and must be refrigerated or frozen.

Total Amount Due to Joe Corbi's®: \$ _____
Make a single check payable to Joe Corbi's® and give to the driver at the time of delivery. The payment must be a bank check or money order. **NO PERSONAL CHECKS OR STARTER CHECKS WILL BE ACCEPTED.**

Consumers Choose Food First When Making Fundraising Decisions.

Joe Corbi's® Pizza Kits

Joe Corbi's® Family Favorites

**Grandma Corbi's®
Homemade Cookie Dough**



**Our food products
contribute meal pattern
equivalents to the Child
Nutrition "CN" Program.**



**For more information about fundraising, or to contact a Joe Corbi's® representative
in your area, please call: 1.888.JCORBIS (1.888.526.7247)
or visit the web at: www.joecorbi.com**