



## DEAR PTA LEADERS, PRINCIPAL AND TEACHERS!

We are very excited to partner with you! Our Baskin-Robbins Franchisees have FUNraiser programs to offer you to benefit our schools. These programs are FUN and involve teachers scooping behind the dipping cabinets, 'scoop offs' between students and/or sports teams and a fun place to hang out with family and friends after school hours. Please read on for the many possibilities at a local Baskin-Robbins store near you!

### ICE CREAM SOCIAL FUNDRAISER

I'd like to offer you the opportunity to hold an Ice Cream Social at my Baskin-Robbins store. In turn, I will donate (XX)% of all ice cream sales from purchases made by supporters of your organization. Just give me a call and we will set up a date for your event. I can provide you with posters and flyers so you can begin to promote your fundraising event immediately! On the day of the Ice Cream Social, your organization's supporters simply go to Baskin-Robbins, and I will donate (XX)% of all the ice cream sales generated by your supporters. After the event, I will calculate the total sale generated by your supporters and notify you of the amount and the amount raised by your organization. A sample of the Ice Cream Social Fundraiser Flyer (shown at right) is completely customizable and makes it easy for you to print and hand out.



### ICE CREAM CAKE OR PRE-PACKED QUART FUNDRAISER PROGRAMS

We also offer Ice Cream Cake and Pre-packed Quart Fundraiser Programs. Instead of having the students sell gift wrap or cookie dough, have them sell ice cream cakes and/or pre-packed quarts. We can provide order forms for the available ice cream cakes and pre-packed quarts AND for every cake or pre-packed quart your students sells, we will donate \$XX back to your school. This is an easy way to raise funds for your school and people get to enjoy ice cream. The more cakes your students sell, the more money your school makes. The pre-packed quart form is shown to the right, completely customizable. We have many different cake versions for all of the holidays.

Ice Cream Socials and Cake and Pre-Packed Quart Fundraisers are a great way to raise money for your organization while enjoying an "out of this world" ice cream treat!

**BR**  
baskin  
robbins

### Pre-Packed Quart Fundraiser

**Benefit Organization Name Here**

Students can help out a worthy organization (and by helping Baskin-Robbins) by selling delicious Ice Cream. Your Baskin-Robbins Pre-Packed Quarts will sell for \$4.99 each and the money you raise will be donated to your school or charity. Choose your favorite flavor.

To help you get started, simply fill out this order form and send it to your school. Your Pre-Packed Quarts of Baskin-Robbins Ice Cream will be shipped to your school.

Flavor	Price	Quantity	Total
Mint Chocolate Chip	\$4.99		
Vanilla Caramel	\$4.99		
2003 Cookies 'n Cream	\$4.99		
Assorted Assorted Toppings	\$4.99		
Chocolate Chip	\$4.99		

Step 1: Choose your favorite flavor from the above.  
Step 2: Fill in the quantity of each flavor needed.  
Step 3: Fill out your packing information below.  
Step 4: Complete a check made out to Baskin-Robbins for the total amount due on your order and date the check.  
Step 5: Make sure you have your order form filled out correctly.  
Step 6: Mail up your money to the Baskin-Robbins store from DAY, MONTH to DAY, MONTH between YEAR and YEAR.

Name: \_\_\_\_\_ Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

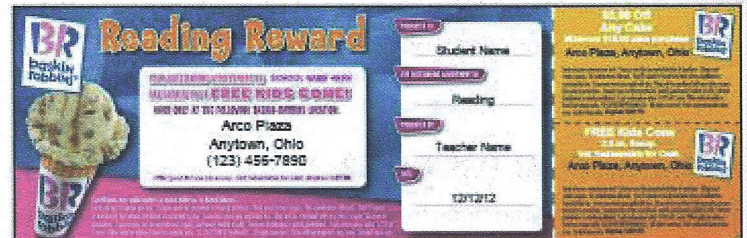
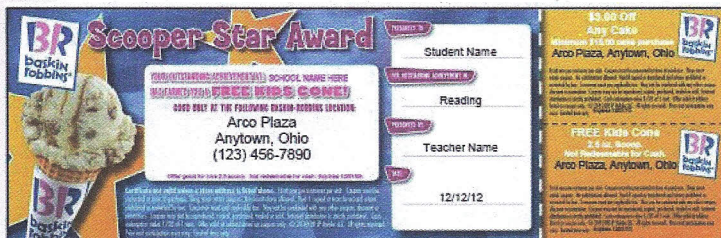
Order Form

Baskin-Robbins  
123 Main Street  
Anytown, CA 99999  
(123) 456-7890



## SCOOPER STAR & READING AWARDS

Everyone loves to receive special recognition. Scooper Star and Reading Awards are your opportunity to help recognize academic excellence, good behavior, special achievements or reading great books!



## ICE CREAM TREAT REWARDS PROGRAM

Here's how it works: Baskin-Robbins provides Rewards Cards to your organization free of charge. These Cards feature six can't-miss, one time use, offers that are worth \$20.00 to \$25.00 in total savings, including ice cream cakes at low prices and even some buy-one-get-one-free product offers!

Your organization can then use the Cards as thank-you gifts for donors who make a contribution over any amount you determine (such as \$5 or \$10) during a two or three week time period. Your organization hopefully enjoys increased donations through this program.



Sincerely,  
Your local Baskin-Robbins Franchisee

**FOR MORE INFORMATION ON BASKIN-ROBBINS STORE LOCATIONS PLEASE VISIT [WWW.BASKINROBBINS.COM](http://WWW.BASKINROBBINS.COM).**

**YOU CAN ALSO CONTACT THE FOLLOWING FIELD MARKETING MANAGERS:**

**KRISTEN AGIN, (NORTHERN CALIFORNIA, RENO, NV): [KRISTEN.AGIN@DUNKINBRANDS.COM](mailto:KRISTEN.AGIN@DUNKINBRANDS.COM)**  
**AMY ATKINS, (SOUTHERN CALIFORNIA, LAS VEGAS, NV): [AMY.ATKINS@DUNKINBRANDS.COM](mailto:AMY.ATKINS@DUNKINBRANDS.COM)**