



CARNIVAL
CRAVINGS LTD.

Our program
puts the **FUN**
in **FUN**draising!



I'm Terra; I'll be overseeing all fundraising orders. My goal is to make the process straightforward for you, and fun for your supporters



Benefits

Fundraise on your timeline!

Keep up to **45%** of what you sell.*

The more you sell the more you earn!

Support Your

- Team
- School
- Charity
- Organization

Pay **ONLY** after you have completed your fundraiser!

NO FINANCIAL RISK!
NO MINIMUM ORDER!

***Flat Rate Shipping:**

\$35.00 per every \$500.00 sold



How It Works

STEP 1

Fill out the form at
carnivalcravings.ca/book-a-fundraiser

We will provide:

- Order Forms
- Catalogs
- Checklists
- Photos and videos of products that can be used for social media blasts
- Other relevant information to help you maximize your sales

STEP 2

SELL! SELL! SELL!

Collect payments as you go.

The more you sell, the higher you climb!
Watch your organization's earnings soar through our themed tiers.

The Carnival Cravings Profit Midway

Tier Level	Sales Volume (Total)	Your Organization's Profit
Cotton Candy Captain	\$0 - \$6,000	30%
The Ferris Wheel	\$6,001 - \$12,000	35%
Big Top Ringmaster	\$12,001 - \$25,000	40%
The Grand Prize	\$25,001+ (Unlimited!)	45%

Note: All tiers include access to our marketing materials (posters, stands, and signage) to help you climb the ladder even faster!



STEP 3

Submit your completed master order sheet to
Fundraising@PhilsFudge.com

Within two (2) business days, we will provide an invoice for the products, tax, and shipping, and you keep the rest.

Once we receive your payment in full by E-transfer, Direct Deposit, Wire, check, or bank draft, production will begin

Please note that mailed payments (checks or bank drafts) will result in a delayed production start date.

We can accept payment by credit/debit card; however, these payments are subject to a 5% processing fee.

STEP 4

Receive and distribute your order.

Most orders ship out within 3 weeks of the production start date.* We will advise you of any changes in shipping expectations. Tracking will be provided to you when your order ships. In transit times vary by location, usually 2-7 business days.

* Orders over \$12,000 may take longer as we do make our products fresh.



Tips for a Successful Fundraiser

TIP 1

The most successful fundraisers only run for 2 to 3 weeks; this creates a sense of urgency, which can drive sales

TIP 2

Set a fundraising goal.

Determine the average individual sale goal, based on overall fundraising needs. It is reasonable for an individual to sell an average of 10-20 items. For best results, consider canvassing the following:

- **Neighbors**
- **Family**
- **Parents' Work**
- **Friends of the family**

TIP 3

Follow up regularly with your sellers. We recommend weekly check-ins and a follow-up 2 to 3 days before the end of your fundraiser to prevent late submissions.

TIP 4

Develop your **WHY**, Sell the **WHY**
i.e., new equipment, funds for a trip, etc.



TIP 5

Entice potential buyers with compelling product imagery found in our catalogues, photos, and videos.

TIP 6

Have your team use the "Pick Three" rule. Instead of showing the whole list, they can ask, "Are you more of a fudge fan, are you feeling spicy, or maybe a bit nutty today?" It prevents "choice paralysis" and helps close the sale faster.

TIP 7

Offer incentives to recognize excellence. Consider some of the following incentives or develop your own.

The "Big Win" (Top Performer Awards)

These are for the ultra-competitive individuals aiming for the #1 spot.

- The "Golden Ticket": A high-value prize like a pair of AirPods, a high-end tablet, or gift cards to a popular local spot.
- Experience Over Items: Tickets to a concert, a sporting event, or a theme park.
- The "VIP Treatment": If this is for a school or office, offer a reserved parking spot for a month or a "skip the line" pass for lunch/coffee.

Group & Team Rewards

Peer pressure can be a powerful (and fun) motivator.

- The Classic Pizza Party: Simple, effective, and nostalgic. The top-selling team or department gets a catered lunch.
- Casual Dress/Theme Days: If there's a dress code, winning a "Comfy Clothes Week" is a zero-cost incentive that people crave.
- Early Release: Allowing the winning team to head home an hour early on a Friday.

Instant Gratification (The "Sprint" Incentives)

Sometimes the finish line feels too far away. Use these to keep momentum high.

- The "First Five" Club: Small \$5-\$10 gift cards for the first five people to make a sale.
- Mystery Envelopes: Every time someone hits a specific milestone (e.g., \$100 in sales), they get to pick a mystery envelope containing anything from a candy bar to a \$20 bill.
- Desk/Locker Decorations: Publicly "tagging" a high-performer's space with balloons or streamers so everyone knows they're crushing it.

Raffle-Style Rewards

This keeps people engaged even if they aren't the #1 seller.

Tiered Entries: For every \$50 sold, the salesperson gets one entry into a grand prize drawing. This ensures that even someone who made a few sales feels they have a "puncher's chance" at winning big.



Fudge Flavours

Per calendar year, we operate under 5 seasons; each season offers 12 flavours of fudge. Each box of fudge sells for \$13.00 plus tax. The fudge is made fresh for each fundraising order using only the finest ingredients.

Better Ingredients make Better Fudge!

Our Seasons

Winter

Dec. 31 - Mar 30

Spring

Mar. 30 - May. 31

Summer

May. 31 - Jul. 31

Fall

Jul. 31 - Oct. 31

Christmas

Oct. 31 - Dec. 31



Winter Dec. 31st - Mar. 30th

- Cherry Cordial
- Cherry Cheesecake
- Chocolate
- Chocolate Pecan
- Chocolate Mint
- Cinnamon Bun
- Hot Chocolate
- Maple Pecan
- Nanaimo Bar
- Peanut Butter Explosion
- Salted Caramel
- Snowball (coconut)



Spring Mar. 30th - May. 30th

- Chocolate
- Chocolate Coconut
- Chocolate Mint
- Chocolate Pecan
- Cinnamon Bun
- Cookie Monster
- Lemon Cheesecake
- Maple Pecan
- Peanut Butter Explosion
- Rolo
- Sour Cherry
- Tiger Eye



Summer May. 30th - July. 31st

- Bubblegum
- Chocolate
- Chocolate Coconut
- Chocolate Mint
- Cookies & Cream
- Creamsicle
- French Vanilla
- Maple Pecan
- Peanut Butter Explosion
- Salted Caramel
- S'Mores
- Strawberry Shortcake



Fall

July. 31st - Oct. 31st

- Chocolate
- Chocolate Almond
- Chocolate Mint
- Cookies & Cream
- Dark Chocolate
- Maple
- Maple Pecan
- Peanut Butter Explosion
- Pumpkin Pie
- Root Beer
- Salted Caramel
- Tiger Eye



Christmas

Oct. 31st - Dec. 31st

- Chocolate
- Chocolate Almond
- Chocolate Amaretto Swirl
- Chocolate Mint
- Chocolate Orange
- Eggnog
- Gingerbread
- Irish Cream
- Maple
- Maple Pecan
- Peanut Butter Explosion
- Salted Caramel



Spice Dip Mix Flavours

Our Spice Dip Mixes are available all year. Each spice dip mix sells for \$5.00. The spices are mixed and created in-house in small batches.

Traditional

- Traditional Onion
- Country Ranch
- Creamy Jalapeño
- Bacon & Chive
- Herb & Garlic

Spicy

- Buffalo Ranch
- Cajun Wildfire
- Mexican Fiesta
- Horseradish Bacon
- Spicy Veggie



Specialty

- Baked Crab
- Everything Bagel
- Honey Mustard
- Chipotle Bacon
- Baked Spinach

Sweet

- Butterscotch
- Chocolate
- Lemon
- Strawberry
- Tiramisu
- Vanilla

Variety

- Dill Delight
- Roasted Potato
- Spinach Supreme

Worldly

- Bruschetta (Italian)
- Curried Garlic (Indian)
- Island Jerk (Caribbean)
- Guacamole (Mexican)
- Tomato Basil (Mediterranean)

Chocolates

Whether you prefer dark or milk chocolate, our selection offers a decadent treat that delights the senses and satisfies the most discerning chocolate lovers. Indulge in the ultimate chocolate experience with every bite.

Each bag of chocolates sells for \$10.00 plus tax.

Our chocolates are available during the following cold weather seasons to maintain quality.

Winter

Dec. 31 - Mar 30

Spring

Mar. 30 - May. 31

Christmas

Oct. 31 - Dec. 31

DARK

- Chocolate Pecans
- Chocolate Almonds
- Chocolate Dried Strawberries

MILK

- Chocolate Maple Bourbon Pecans
- Chocolate Sea Salt Truffles
- Chocolate Cashews
- Chocolate Panned Caramels
- Chocolate Almonds



Trail Mixes

Our Trail Mixes are available all year. Each bag of trail mix sells for \$8.00.

These trail mixes are made with only the finest ingredients, ensuring every bite is a delightful experience.

- Slackliner
- Thai Sriracha
- Urban Village
- Healthy Energy
- Camp Good Times
- Santiago Chillin'



Granola Cereal

Our Granola Cereal Mixes are available all year. Each bag of granola cereal mix sells for \$12.00.

Each blend is thoughtfully composed to provide a perfect balance of flavour and nutrition, featuring whole grains, nuts, seeds, and dried fruits sourced from the finest growers.

- Tropical Sunrise
- Midnight Almond Clusters
- Maple Morning Bliss
- Hemp Harvest
- Cranberry-Cashew Crunch
- Berry Cocoa Blast



Cotton Candy

Our Cotton Candy is available all year. Each bag of Cotton Candy sells for \$5.00.

Welcome to the sweetest corner of the carnival! Whether you are looking for a nostalgic treat that takes you back to the fairgrounds or a gourmet gift for someone special, our candy collection is crafted to bring a little extra joy to your day.

- Banana
- Orange
- Grape
- Sassy Apple
- Bubble Gum
- Pina Colada
- Lemon
- Blue Raspberry
- Cherry





I'm happy to help! If you have any more questions, send me an email at

Fundraising@PhilsFudge.com

1 780 490 9223

Testimonials



"Easily the best fudge I have ever tried. Ordered from Toronto, and the fudge came within a few days. Fresh, delicious, and packed with care. Will be ordering again!"

●●●●● -Jora

"I just wanted to pass on my appreciation for your help with our fundraiser this year. The boxes arrived on time and well packaged, the tips/instructions inside were most useful!" *Melanie de Andrades, Airdrie Public Library*

"We were looking for an Alberta small business that had options to run a fundraiser, and we found one. Working with the staff at Phil's was easy and painless, and the product really sold itself. Let's face it: fudge and jerky—you really do please everyone with one or the other! Looking forward to the next go-around!"

*Lisa Wardley
Zama Recreation Society
Zama City, AB*



"We do lots of fundraisers and yours is the only one, year after year, that we don't have any problems with! Keep up the good work!" *Luisa Nait Culinary Arts 2022 trip to Italy*

"We look forward to working with you again next year. We are back for year 3! This fundraiser keeps getting asked for every year!" *Christina*

"Phil's Fudge Factory makes fundraising easy! Customers LOVE the fudge. We are constantly getting asked when we will be running it again." *Meghan Darker, Leukaemia and Lymphoma Society*



"Our fundraiser with Phil's Fudge was a huge hit with our school families, from order forms to delivery, everything was user friendly and the customer service was top notch. They provided us with a delicious high quality product that was easy to sell. We love they are a local Alberta business that we can support and raise money for our school"

*Alesha Manning
Big Rock School
Parent Council Chair*



"Fundraising through Phil's Fudge was the very first fundraiser we had coordinated. We are a part of a parent's association raising funds to support local dancers at the Pound It Hip Hop studio in Red Deer. Our group is always looking for new and exciting fundraising opportunities, and one that always speaks to the heart of everyone is delicious treats! I remembered Phil's Fudge from a family friend who has also used this great fundraiser for many years. Their products were so delicious and I knew this was something I wanted to look into.

I was a little nervous on how successful our first fundraiser would go. What really made me feel comfortable was that there were no order minimums. Whatever amount you sell, you get 30% back. It was as simple as that! The whole process was so easy and the team at Phil's Fudge was fantastic! They guided me through the process, prepared ordering forms, helped establish timelines and arranged shipping of our order directly to our home.



Arranging the fundraiser right before Christmas was a huge success! We had so many friends, family and coworkers that thought these would be great gift ideas, and of course had to indulge in some treats for ourselves. We ended up raising over \$600 for our dancers! We are so pleased with this fundraiser; this is definitely one we will continue to do and it's great for any time of the year."

- Nadia & Stephen
Pound It Hip Hop