

## À La Carte Initiation Form

Return this completed form to your local GFS Marketplace Store Manager.



### Customer Information

Existing Customer Number: \_\_\_\_\_ New Customer:  (Please complete box below)

Contact Person: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Name of Organization (This will appear on the order form, 33 character limit):  
 \_\_\_\_\_

Funds Are Being Raised to Support (This will appear on the order form, 33 character limit):  
 \_\_\_\_\_

Number of Order Forms Needed: \_\_\_\_\_

If you are a new customer, please complete this section.

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

### Template Selection Information Choose one template style:

Standard  
  Spring  
  Summer  
  Fall  
  Holiday  
  Sports

Choose the number of items to be featured:  
 5  
 10  
 15  
 20

(Note: All forms are printed on an 11"x17" sheet of paper and contain full-color images of the products you choose.)

### Item Selection Information

Please list the item codes of the products that you wish to appear on your order forms. Utilize the listing in this brochure or see your local GFS Marketplace Store Manager for a complete list of available À la Carte items.

1.	6.	11.	16.
2.	7.	12.	17.
3.	8.	13.	18.
4.	9.	14.	19.
5.	10.	15.	20.

If you wish to adjust your potential \$4.00 profit level, please see your local GFS Marketplace Store Manager.

**MIDWEST STORE HOURS:** Monday–Saturday, 8 a.m.–8 p.m., Sunday, 12 p.m.–5 p.m. EST  
 (Gaylord, Lansing, and Sault Ste. Marie, Mich. Sunday hours are 10 a.m.–5 p.m.)

**FLORIDA STORE HOURS:** Monday–Saturday, 7 a.m.–8 p.m., Sunday, 8 a.m.–6 p.m. EST  
 Please call our Customer Service Team toll-free at 1-800-968-6525, Monday through Friday 8 a.m.–5 p.m. EST with any questions.



## À LA CARTE PROGRAM



What does she get for selling  
 3 cherry pies, 4 blueberry pies,  
 and 3 chocolate cream pies?

## CONFIDENCE.

And a trip to summer camp, of course. Whatever your fundraising goal, our unique À la Carte program offers a large selection of restaurant-quality products for you to choose from to customize a focused fundraiser especially for you—and for her.



# Marketplace

*What matters to you,  
 matters to us.*



## À LA CARTE FUNDRAISING PROGRAM

"À la Carte is the one fundraiser where we could minimize our efforts and maximize our profits. We picked the product, we picked the price, and we picked the profit that we wanted."

Jean Goode, Pleasant Academic Boosters, Marion, Ohio

**Your potential for financial success in the À la Carte program is limitless, and your individual results will be as unique as your organization!**

### What is the À la Carte program?

À la Carte is a fully customizable, order-taker-style fundraiser, where you select the items you want to sell. You aren't restricted to cheeses and meat logs, or chocolates and sweets—you offer the products you want, and you choose your brochure design. With no financial investment up front, À la Carte is easy to use and highly profitable.

### How does the program work?

After you select up to twenty products, GFS Marketplace provides—free of charge—full-color order forms, customized with your organization's name, as well as your fundraising goal and description. Your participants use the forms to sell restaurant-quality products to their families and friends. When you're done, submit your order, and the products will be ready for you in two weeks! Just remember to allow a minimum of four weeks, from start to finish, to complete your À la Carte fundraiser.

### Is the À la Carte program right for you?

- Any non-profit organization is eligible
- Successful for any size organization
- Dedicated number of volunteers needed
- High earning potential
- A minimum of four weeks needed

### What does À la Carte look like in action?

100: The number of campers planned for the outing

10: The number of À la Carte items sold by each camper

\$4.00: The average profit on each À la Carte item

\$40: The average profit per camper (on ten items)

**\$4,000:** Your group's total profit to apply to the outing

Think about it: ten items per kid? No sweat—and some of your campers will sell 15, 20, 25, and more items. With an average profit of \$4.00 on every item, do some quick math and watch your profits soar!

*Note: Program available to any non-profit organization.*

### How much does À la Carte cost?

This exciting program is free to organizations and members! Your members, friends, and family simply buy the restaurant-quality GFS Marketplace products they know and trust.



*What matters to you,  
matters to us.*

### How do we get started?

Your first step is to select the products you'd like to offer for your fundraiser. Included here is a list of our ten top-selling À la Carte items. (See your local GFS Marketplace Store Manager for a complete list of more than one hundred available items.) After selecting your products, complete the À la Carte Initiation Form on the back of this brochure and return it to your local GFS Marketplace Store Manager, who is also available to answer any questions you may have about this exciting program. While you're waiting for your order forms, use the time to prepare your participants, because once you receive your forms, in a week, you'll be ready to go!

### Featuring Fundraising Cookie Dough Tub



We are excited to offer Fundraising Cookie Dough Tub as part of our À la Carte program. We have five flavors available: Chocolate Chip, Double Chocolate, Oatmeal Raisin, Sugar, and Peanut Butter. You can sell just Cookie Dough Tub, or mix and match them with any of our other available products. Fundraising Cookie Dough Tub products are available for purchase by your organization in full cases only.

706120	Chocolate Chip Cookie Dough Tub, 3 lb. tub
706130	Double Chocolate Cookie Dough Tub, 3 lb. tub
706140	Oatmeal Raisin Cookie Dough Tub, 3 lb. tub
706150	Sugar Cookie Dough Tub, 3 lb. tub
706162	Peanut Butter Cookie Dough Tub, 3 lb. tub

### 10 TOP-SELLING À LA CARTE ITEMS

122947	Dutch Apple Pie*, 10"
123269	Pre-Baked Southern Pecan Pie*, 10"
127647	Caramel AppleNut Hi-Pie*, 10"
123293	Chocolate Cream Pie*, 10"
475572	Gourmet Lemon Meringue Pie*, 10"
331341	Chocolate French Silk Pie*, 10"
596639	Fruits of the Forest Hi-Pie*, 10"
200212	Sara Lee French-Cream Cheesecake, 10"
123072	Cherry Hi-Pie*, 10"
706120	Chocolate Chip Cookie Dough Tub, 3 lb. tub

\* Pies are Chef Pierre brand, made by Sara Lee.



The GFS Marketplace À la Carte fundraising program may be altered or changed at any time without notice.

## Four Ways to Raise

GFS Marketplace offers four different programs for every fundraising goal:

- 1 Fun Funds** is a convenient, year-round rebate program available to schools and churches. Every GFS Marketplace purchase made by organization members counts toward the fundraising rebate.
- 2 Fundraising Candy** offers America's top-selling variety-packed candies from Hershey's, M&M Mars, and World's Finest Chocolate. Perfect for any size non-profit organization.
- 3 À la Carte** is a completely customizable, order-taker-style fundraiser where you choose the design of your order forms and the products offered. There is no investment up front, and your organization profits an average of \$4.00 on each À la Carte item sold.
- 4 Scrip** purchases earn your organization 4% on the total amount purchased, and are available to any non-profit 501(c)(3) organization. Members use their Scrip cards for purchases at any GFS Marketplace location.

### Grow Your Fun Funds Rebate!

Maximize your Fun Funds earnings by coordinating its use with three of our other programs:

1. À la Carte—Several À la Carte products are eligible for the Fun Funds rebate, up to 10%!
2. Fundraising Candy—ALL of our Fundraising Candy is eligible for the Fun Funds rebate, up to 10%!
3. Scrip—Profit 4% on the Scrip cards you sell to your members, who then utilize their Scrip cards to purchase Fun Funds products to maximize your rebate.

Talk to your local GFS Marketplace Store Manager today for details!

