



Pie in the Sky Overview: Every Helping Helps to Nourish

Every sweet treat sold through the **Pie in the Sky** fundraiser will aid MANNA in providing delicious, healthy, medically appropriate meals to someone in the greater Philadelphia and Southern New Jersey area who is coping with a life threatening illness. As MANNA's largest fundraiser of the year, the goal of this event is to pre-sell 10,000 cakes and pies, raising \$250,000 for our nutrition and meal programs.

Selling Team Details: Setting Up Your Team

A Team is comprised of a Team Captain who leads a group of sellers in order to promote *Pie in the Sky*. Teams commit to selling a minimum of 50 pies in order to receive private delivery to their team location. A group of people who wish to work collectively without committing to a sales minimum or requesting private delivery would act as a Selling Group, rather than a Selling Team. Please contact MANNA for information about becoming a Selling Group.

Step 1: Team Captain registers their Team

In order to sign up, the Team Captain must complete the Registration Form. The Registration Form must be completed before November 1, 2010, in order to be eligible for private delivery.

Step 2: MANNA registers the Team and sets-up their Private Delivery Location and Selling Page

Your Team will be assigned a Team Number, which will also serve as your private delivery location's Site Number. You will also have a Team Selling Page and account login, where you can customize your profile, send E-Cards, and provide an online ordering option for your customers.

Step 3: Engage your colleagues, students, etc. to sign up as Sellers under for your Team

Teams work best when working together. Have others join the effort as individual sellers for your Team. They can connect their selling page and sales to that of your Team, helping you compete for Top Team Seller rankings. Each Seller can create their own page, send E-Cards to their contacts, and share the ordering link for your private delivery.

Selling Pies and Cakes: Promote, Collect, Submit

All Teams who request private delivery are asked to commit to selling 50 pies. In order to achieve this goal, your Team Sellers will need to promote your participation in the fundraiser and reach out to your local community for support.

Step 1: Promote your participation to sell pies and cakes to your community

MANNA will provide you with multiple copies of our All-In-One promotional piece for you to help promote the sale. The E-Card feature on your Selling Page will allow you to send information and links to the order form through email. Download MANNA's *Selling Tips Presentation* for more tips on how to sell pies and cakes to your family, friends, and colleagues.

Step 2: Collect Customer orders

Customers who wish to pick-up their orders from a public pick-up site may place their order through the regular ordering system. They will still have the option select your team as their Seller and will be counted towards your total sales.

Customers who wish to place their order online and pick-up their order from your private team site can use your Team's private ordering link, which will be supplied to you by MANNA.

Customers who wish to wish to order by cash or check can place their order through the Team Captain. MANNA will supply the captain with a standard Excel file to collect these orders.

Step 3: Submit Customer Orders

The Team Captain is responsible for submitting all cash and check orders to MANNA on or before Friday, November 12, 2010. This deadline is **before** the public ordering deadline to give MANNA the appropriate time for data-entry and coordination. Incomplete orders (i.e. orders without full payment) will not be processed or accepted. Online (credit card) orders can be placed until noon on Friday, November 19, 2010, regardless of the customers' pickup site choice.



Fulfilling Orders: Managing the distribution of your customer orders

All Teams who request private delivery are asked to commit to selling 50 pies. In order to achieve this goal, your Team Sellers will need to promote your participation in the fundraiser and reach out to your local community for support.

Step 1: Enlist volunteers

MANNA will not provide private sites with volunteers to fulfill orders. Please remember to have some help on hand to help you distribute the orders to your customers!

Step 2: Receive delivery of pies and cakes

Orders will be delivered to your location by a MANNA volunteer driver on the morning of Tuesday, November 23, 2010. Please designate your desired delivery time when completing your registration forms. The delivery will include all pre-ordered cakes and pies, an order check-off list to help you fulfill orders, and any other materials deemed necessary by MANNA.

Step 3: Distribute orders to your customers

Each private site will be permitted to choose its own hours of distribution, which must be submitted to MANNA on the Registration Form. Please note that you will not receive any extra pies or cakes. All orders are pre-purchased and will appear on your check-off list. Please verify each order against the check-off list to insure each customer receives the proper products.

Seller Rewards Program: You raise funds, we thank you!

The Seller Rewards Program offers incentives and prizes to Sellers who help MANNA raise more funds. Sellers could receive prizes when they reach specific fundraising thresholds. The Seller Rewards will be distributed after the completion of the fundraiser.

You're a MANNA Volunteer: Receive Volunteer or Community Service Hours as a Seller

Selling pies and cakes takes time. That's why MANNA will provide verification of volunteer hours for sellers based on the number of pies or cakes sold. Students* can receive credit for one volunteer shift for every 5 baked goods sold. All others can receive credit for one volunteer shift** every 10 pies or cakes sold. Individuals who assist during distribution of orders to customers are eligible to receive credit for two shifts. Credits for Team Captains will be assessed on an individual basis.

* Students are considered any persons registered in primary or secondary school, or enrolled in college. ** One shift in the MANNA kitchen equates to three volunteer hours.

Important Dates

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| October 1, 2010 | Pre-Sale Begins |
| October 19, 2010 | Official Kick-Off Date |
| November 1, 2010 | Deadline to sign up as Selling Team with Private Delivery |
| November 12, 2010 | Deadline for Team Captains to submit collected cash and check orders |
| November 19, 2010 | Order Deadline for all public orders and Team credit card orders (noon) |
| November 23, 2010 | Distribution to Team sites (delivery to occur before 1:00 pm) |
| November 23, 2010 | Tuesday Public Distribution (Public sites open from 4:00 pm until 8:00 pm) |
| November 24, 2010 | Wednesday Public Distribution (Public sites open from 12:00 pm until 4:00 pm) |

For more information, please contact:

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Thank you for your support!