





***Clark Beverage Group -
20 oz. Fundraising
“How To” Information***



Step by Step process for conducting a Coca-Cola Fundraising event for your school or group

- Get a copy of a sales sheet from Clark Beverage Group. It will include all the brands available for your fundraising activity. Selling group is welcome to make copies of this sales sheet to distribute to individuals selling the product.
- Determine what your organizations retail will be. (as a suggestion only, groups make about \$5.00 - \$6.00/per case)
- Start selling the products. Groups usually set a sales period of two weeks.
- At the end of the sales period notify CBG of how many cases of each brand your group has sold.
- At that point the date and method of delivery will be determined.
- It may take up to two weeks to ensure we have enough product on hand to make your delivery. Delivery date depends upon how many cases your group actually sold.
- After delivery date has been established, it is suggested that communication is made to customers about location, date and time of pick up of product.



• If selling group does not currently have a charge account set up with CBG then arrangements must be made for payment of product upon delivery.

Rules to observe during fundraising activity

- Please DO NOT sell to businesses. Sales are to be for individual take home use only.
- Please DO NOT advertise fundraiser, especially price information, on any type of social media (**Facebook, twitter etc.) or radio, TV.**
- Selling group will be charged \$3.00 for each unreturned plastic crate. **We will supply cardboard boxes that you can use to swap drinks over from crates before sending them out to consumers. (these will arrive to your group flat but perforated so all group has to do is fold them up into a box).**

Clark Beverage Group is proud to be a part of helping your group raise funds for future activities. Thank you for choosing the brands of your local Coca-Cola bottler.