



Giving Programme Promotional Guide and Application Form

This is short guide to help non-profit organisations approved to participate in our giving programme, to maximise the amount of funds they raise in their allocated week. This document provides some background on our products, how to promote your fundraiser, how to promote your brand and how to turn this into a recurring fundraiser for you.

Background and Products

Our retail products are sold under the brand name gelati.delivery which is also our trading name and the url of our website: www.gelati.delivery Our retail lines include Italian foods such as gelato, gelato cakes, gelati hors d'oeuvres, cannoli pastries, vegan & lactose free gelati, all the Italian coffees such as espresso and cappuccino, as well as specialty gelato-enhanced coffees including affogato and semifreddo. These are products that appeal to the mass market and are made to the highest standard using fresh South Australian ingredients at our Churchill Rd facility at Ovingham - a suburb that is very central in metropolitan Adelaide and easy to get to.

The Giving Programme

We appreciate that for many non-profit organisations, time and people resources are also limited, not just finances. Consequently, this giving programme requires **no** direct labour, time or money investment on your part, whereas most fundraising events such as sausage sizzles, volunteers seeking donations, the selling of merchandise and the collection of donated goods for retailing - all require significant direct labour or the incurrance of expenses. Receiving a donation from us does not involve any work from your staff, there is no need for you to recruit volunteers, or for you to incur any costs. It's equally easy for both small and large groups to benefit.

How it Works

The fundraiser is very simple. We will allocate a week in the year whereby we will donate a portion of sales to your organisation on every sale where the customer mentions the name of your organisation. Providing customers tell us they want to support you when they order, we will add that sale to a running tally for the entire week. At the conclusion of your allocated week, we send your donation directly via EFT.

How to Maximise the Size of Your Donation

To make your week as successful as possible, you want to encourage as many people as possible to support you during your allocated week. The more people that tell us their purchase is to count towards you, the more financially rewarding your week will be. This means directly asking your members, families, friends and other people in your community to enjoy a gelato, coffee or cannoli as many times as possible in your allocated date range.

If promoted well, your organisation can raise a significant amount of money with no direct effort or expense on your behalf. For example, even a small club, charity or school with a community of only a few hundred people can quickly raise a thousand dollars or more if those members and their network are encouraged to support you. If you have a larger community, then the size of your donation will be much larger.

Furthermore, if your organisation represents something of broad public interest; for example, a common disease, the environment, a popular sport, education, mental health, domestic violence

or medical research; then by promoting your fundraising week widely in the community, you can get public participation from people across Adelaide that you don't necessarily know directly, but whom support your cause or club. Seeking publicity from the media and asking influencers to mention your fundraiser publicly can be a powerful way to garner wide participation in your fundraiser.

Promoting Your Fundraising Week

It is critical that you communicate the fundraiser multiple times prior, leading up to and during your allocated week to your entire community. Communication should take as many forms as possible: email, SMS, FaceBook, Twitter, LinkedIn, posters, speaking, newsletters, phone calls etc. Recognise also that your community needs to in turn, share news of your fundraiser via email, photos, social media etc. to their own networks, as it is really important to garner the largest supporter base for your fundraiser and to build your brand. These steps each represent multiple instances of communication:

- First, people in your direct community need to be made aware of the fundraiser and to prompt them to write the date in their diaries. This first step may take a couple of rounds of communication.
- Secondly, you need to mobilise your community's personal networks. Ask them to actively share news of the fundraiser, the shop location and the date range, with their own people. This part is really important, because by leveraging this 'outer ring' of people, you dramatically increase the base from which donations can be sought. Sending a promotional flyer to them, which they can then pass on (and can be passed on again) is an effective way to ensure the correct information is shared to the largest number of people.
- Thirdly, 2 days before your week is due to begin, you need to resend the flyer and remind people to specifically put time aside during that week to get their gelati/coffees/cannoli and mention to the person serving them in store that they are supporting you. Equally, ask your community to pass on the flyer again and to also remind their own networks of the date and to mention to the gelati staff their support of your organisation when ordering. Also, ask people that when they go to the shop, to take photos of themselves enjoying their gelati/coffees and to share them on social media, explaining where they are and why they support you.
- Fourthly, during the actual week, send a short communication each day letting people know that they have 6 days left, 5 days left, 4 days etc. before the fundraising week is over and if they haven't already, to please support you. Make sure to mention the address: 44 Churchill Rd, Ovingham (suburb immediately north of North Adelaide). Remind them they need to tell the person serving them they are supporting your organisation - and to share photos.
- On the second to last day, thank everyone that has supported you and remind them the opportunity to support you is about to close. Encourage those that have already been to go again with their family and friends...and to tell others to support you too.
- Lastly, after the week is completed, collate some of the photos and stories of those that supported you and create an article of the fundraiser in your newsletter, website, Facebook, Instagram etc. If you intend to make the fundraiser a recurring annual event (or even if you don't), your community will appreciate the story and enjoy seeing support for your organisation being demonstrated in such a loving and fun way.

Promotional Tools You Will Need

To effectively promote your week, you will need three things (each of which is provided below):

1. Some promotional text
2. A flyer
3. A press release

PROMOTIONAL TEXT

This is the basis for the communications you will send out to your community and that which they will share with their own networks. Use every channel of communication you have (email, SMS, social media, newsletters etc.).

Simply rewrite a version of what appears below **ensuring you replace the [place holder text] with your own information.**

We are thrilled to announce that [Organisation Name] will be receiving proceeds from all sales made during the week of [date to date] at Adelaide's best gelato shop: gelati.delivery. Yes, they will donate money to us every time somebody buys a product from them who mentions they are there to support us. And this is fabulous because it enables us to continue [briefly mention 2 positive outcomes you create for people].

This means we are counting on you to enjoy some beautiful gelati, coffees or cannoli during that week, as many times as you dear indulge! Yes, it's not often that your personal delight leads directly to funds for us...but indeed, it's true. Their yummy products can be seen at: www.gelati.delivery

What's more, we really need you to tell everyone you know to do the same, because we really need funds right now. Please forward and share this news and the attached flyer by email, social media, by word of mouth and even by carrier pigeon.

Again, we want to continue helping as many people as possible, so rally your family and friends and head in-store to gelati.delivery at 44 Churchill Rd, Ovingham (near North Adelaide) and make sure you tell them you're supporting [Organisation Name].

FLYER

You can easily create a flyer by printing the text above (in a larger sized font) onto an A4 or A3 sized sheet. But you must include your logo and a bold headline such as, "HELP US BY EATING GELATI" in very large lettering at the top of the page. Flyers should be attached in every communication, whenever you send the text above. Encourage people to print the flyer out and stick it up in their workplaces, schools or other public areas.

PRESS RELEASE

As a non-profit organisation, using the media to promote your cause and support fundraising is very important. The industry standard is to send them a Press Release ahead of your fundraiser with the intention they will publicise your event and encourage the public to support you, which can lead to increased participation in your fundraiser and more people knowing your organisation and your brand.

However, Press Releases need to be written a certain way to increase the likelihood the media will give you free publicity. Follow this link to see an example of how to correctly write a press release: https://en.wikipedia.org/wiki/Press_release

Once you have written your Press Release, you then send it to the media. You can send it to The Advertiser, Messenger Newspapers, all the TV stations, to radio stations, to breakfast shows, to news desks, to specific shows or hosts/announcers/journalists, to important websites and blogs, to influencers and to podcasters. Be sure to specify on your Press Release a reliable contact person and their phone number - ensuring that the person will answer if the media ring - as they always call before running a story.

OTHER THINGS TO PROMOTE YOUR FUNDRAISER

Of course, you are not limited only to the three things mentioned above - although these are the most important promotional elements you must create. Once you've done these you might want to consider other promotional activities, the most impactful of which is video. Taking video of yourself at the shop prior to or during the week showing the gelati, can be very engaging - especially if you talk up the week and how yummy the gelato is. Sending the video out as a post or livestream (with text showing the dates and shop address) can be a very powerful and make a tremendous difference, over and above everything else.

Our hope is that our donations to non-profit organisations like yours doing great work in Adelaide, have a positive impact on people in Adelaide that benefit. We wish you all the very best for your fundraising week.

Please contact us during business hours on (08) 7080 2372 if you have any questions.

Respectfully,

Mr Gino Patini
Director
Sensa Unico Pty Ltd

APPLICATION FORM ON NEXT PAGE

Sensa Unico Ltd
44 Churchill Rd
OVINGHAM SA 5082



Giving Programme

APPLICATION FORM FOR NON-PROFIT ORGANISATION IN ADELAIDE

Please write clearly and answer all questions. Return to us for review.

Name of your organisation:

Address of your organisation inc postcode:

..... ABN:

Charity number (if applicable):

Phone number of organisation: Website:

Describe your organisation's mission, what you do and who you serve:

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Name of your contact person:

Position of contact person within your organisation:

Direct mobile number of this person:

Direct email address of this person:

The BSB of the account you want your donation paid to:

Declaration

I, the person nominated on this form declare that I have the authority to represent the above named organisation to enter into this agreement with Sensa Unico trading as gelati.delivery and I also assert that this organisation is indeed a non-profit entity operating within and benefiting people within the Adelaide metropolitan area (including as far north as Gawler and as far south as Victor Harbour). I also agree to fulfil my responsibility to effectively promote participation of people in the fundraising week allocated to me. I understand that gelati.delivery will only donate proceeds of a sale if a customer specifically tells the person serving them at gelati.delivery that they are making the purchase in support of my organisation and mention my organisation by name. I also declare that the BSB number I have provided belongs to the official bank account of the above named organisation and is not a bank account that belongs to myself, any private individual(s) or parties that misrepresent as a non-profit for personal gain.

Signed: Date:

OFFICE USE ONLY: allocated week for this organisation is: