



**Krispy Kreme**  
DOUGHNUTS  
**FUNDRAISING**



**ASSET  
GUIDE**



## Hi there!

The beauty of our Fundraising Assets is that you can use them however you like to promote your fundraiser! Inside the 'Fundraising Pack' folder you will find a bunch of images which you can use to make your own delicious posts to Facebook/ Instagram/ Eventbrite or whatever platform you decide to advertise your fundraiser on, and get people interested in & buying from your fundraiser event.

We know that some of our awesome Fundraising Coordinators are running their event solo, so we've put together this guide with suggested captions for some of these images, along with timings on when to post them.

Simply copy the caption alongside the image, and change the information seen in **RED** on the captions to suit your Fundraiser – it's almost too easy 😊

We also encourage you to share pictures of the community (team, school, etc) that the funds will go towards helping, as well as sharing images of your event set-up & fundraising coordinators with their delicious treats on the day of your fundraiser! Please tag us [@KrispyKremeAustralia](#) or [@KrispyKremeNZ](#) for your chance to be featured on our socials!

Let's get started!

## Images Guide

There are bunch of images that you can use under 'Photos' folder!


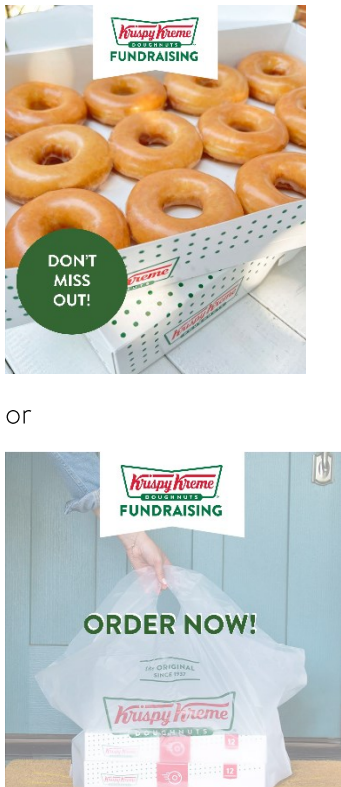
- Event Banner-> For Facebook/Eventbrite Image Banner
- Lifestyle Shots-> Showcasing our dozen in a social/outdoor setting to create more relatable content!
- Product Shots -> We're talking close-ups, dozens range that will spark cravings!

## Setting up Event Page


You may want to create an event page via Facebook or Eventbrite to reach potential customers! Here's a guide on creating [Facebook event](#) and an [Eventbrite event](#) and you can use the images provided for the banner image.



## Announcement & Reminder Post

Image & Post Type	Suggested Caption	When to post
<p>Announcement Post (Carousel, showcasing the different dozens)</p> 	<p>We're hosting a delicious Krispy Kreme Fundraiser to raise funds for <b>ORGANISATION/REASON!</b></p> <p>Original Glazed dozens are <b>\$24</b>            Classic Assorted Dozens,            Chocolate Dozens and Strawberry Dozens are <b>\$34</b></p> <p>Order here: (<a href="#">Eventbrite/ FB Event Link</a>) or email/call <b>COORDINATOR</b> on <b>CONTACT</b> to arrange an order.</p> <p>Last day to order is <b>ORDER CLOSE DATE</b>, and you can collect your dozens on <b>COLLECTION DATE &amp; TIME</b> from <b>PLACE</b>.</p>	<p>As soon as your orders open!</p> <p>Get raising dough!</p>
<p>REMINDER POST</p>  <p>or</p>	<p>Our Krispy Kreme Fundraising orders close in <b>ONE WEEK</b>, so get those orders in fast!</p> <p>Order here: (<a href="#">Eventbrite/ FB Event Link</a>) or email/call <b>COORDINATOR</b> on <b>CONTACT</b> to arrange an order.</p> <p>Last day to order is <b>ORDER CLOSE DATE!</b></p>	<p>One week before your orders close.</p>




<p>LAST DAYS POST</p> 	<p>There's only 3 days left to order for our delicious Krispy Kreme Fundraiser. Help us raise funds for <b>REASON</b>.          Order here: (<i>Eventbrite/ FB Event Link</i>) or email/call <b>COORDINATOR</b> on <b>CONTACT</b> to arrange an order.          Last day to order is <b>ORDER CLOSE DATE!</b> Collection is on <b>COLLECTION DATE &amp; TIME</b> at <b>PLACE</b>.</p>	<p>Three days before your orders close.</p>
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### Product Photos

Showcasing the delicious dozens are your golden ticket to sell out! We recommend posting these when you launch your fundraiser, and if you're posting on social media we recommend including these in all your posts so your community can swipe through to see all the delicious dozen options! We also provide single doughnuts shot, if you'd like to include in your post or any print asset.

Dozens with Logo	Dozens without Logo	Singles
		

### Collection Reminder Photos

Image & Post Type	Suggested Caption	When to post
<p>REMINDER</p> 	<p>Our Krispy Kreme Fundraiser Day is almost here!          If you bought a dozen, remember to head down to <b>PLACE</b> on <b>DATE</b> at <b>TIME</b> to collect your delicious doughnuts!</p>	<p>2-3 days before your event date</p>



### COLLECT TODAY POST

Take a photo of your team or the area you've set up for collection! This will give it the personal touch (and help people find you!)

Don't have time to take a photo of your team? Use this image instead



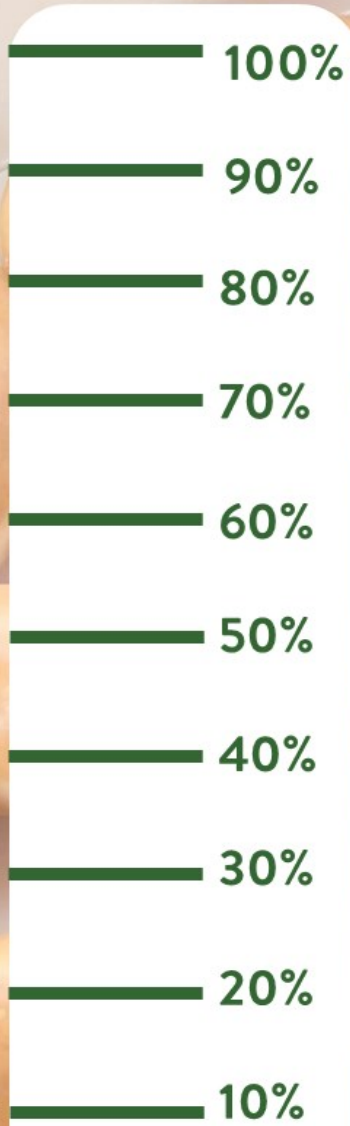
### TODAY IS THE DAY!

If you bought a dozen, remember to head down to **PLACE** on **DATE** at **TIME** to collect your delicious doughnuts!

The morning of your event date

### Fundraising Goal Chart

On the next page you will find Fundraising Goal chart to visually track your progress!



**FUNDRAISING  
GOAL:**



## Calendar Example

Below you will find a guide on when & what to post from the above guide in the lead up to your fundraising event. You can change it up to suit your needs, the below is a guideline only.

4 weeks to go!	SET UP FB / EVENTBRITE EVENTS	ANNOUNCE- MENT POST	PRINT GOAL CHART	LIFESTYLE POST		LIFESTYLE POST	
3 weeks to go!			CHECK GOAL CHART			REMINDER POST	
2 weeks to go!			CHECK GOAL CHART	LAST DAYS POST		Orders close date!	Collate & send Orders to Krispy Kreme by today
1 week to go!							Payment due to Krispy Kreme today
0 weeks to go!				REMINDER TO COLLECT POST			COLLECT TODAY POST (Day of your Fundraiser)



Get in touch via [email](#) or phone (02) 8303 1100 (AU)  
or 09 869 2235 (NZ) and our team will happily assist  
with all your Fundraising enquiries.

More info on [Fundraising here](#).

