



Best Buddies® Fundraising

Promotion Dates

Best Buddies Fundraising
August 1 – 31, 2016

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Promotion Overview

Cold Stone Creamery® is working with **Best Buddies®** to support their mission of ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). This community includes, but is not limited to, individuals with Down syndrome, autism, Fragile X Syndrome, Williams syndrome, cerebral palsy, traumatic brain injury and other undiagnosed disabilities. For individuals within this community, Best Buddies helps them form meaningful friendships with their peers, secure successful jobs, live independently, improve public speaking, self-advocacy and communications skills, and feel valued by society. During the month of August, Cold Stone® will host a nationwide Best Buddies Fundraising Promotion in our stores.



From August 1 through August 31, Cold Stone Creamery stores across the country will **sell Best Buddies stickers**, featuring the iconic Keith Haring logo, to customers for a minimum donation of \$1 each. Stickers are to be provided to the customer upon purchase; do not hang / display sold stickers in the store.

The cost of this year's promotion will be covered by our national promotion budget and therefore, **100% of all donations received will be donated to the Best Buddies International organization.**

Promotion Resources

RESOURCES FOR ALL PROMOTIONS ARE POSTED ON KTEC ONLINE.

To access promotion resources, visit <http://ktec.kahalamgmt.com> and select the Cold Stone Creamery® brand. Enter your name, store number and password **training1** to log in. Promotion resources can be found under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion.](#)



Important Dates

Review the dates below; take necessary actions and schedule accordingly.

| | | |
|--------------------------|---|--|
| week of July 18 | POP Kits ship to stores | Upon receipt, open and check contents and put materials in a safe place. |
| prior to August 1 | Prepare for Best Buddies® Fundraising promotion | Review promotion details with crew members. |
| August 1 | Best Buddies Fundraising promotion begins | Display all Best Buddies Fundraising promotional materials as indicated in this guide. |
| August 31 | Best Buddies Fundraising promotion ends | Remove all Best Buddies Fundraising POP materials at the end of the day. |
| September 15 | Deadline to report Best Buddies Fundraising donations | Report all Best Buddies Fundraising donations via the debit reporting link on SharePoint (see additional information on pages 7-9 of this guide). |
| October 3 | Debit for Best Buddies Fundraising donation | All stores will be debited for Best Buddies Fundraising donations collected as reported via the debit reporting link on SharePoint and the Sales Reporting Tool (see additional information on pages 7-9 of this guide). |

Promotion Prep

- **Ensure proper crew training on the promotion.** Review the promotion overview, crew training information and POS ringing procedures from this Rollout Guide with crew members and share the Best Buddies® brochure included in this POP kit.
- **Post POP in your store.** Review the marketing information included in this guide and post the POP materials in your store as indicated. Place Best Buddies stickers near the register so they are easily accessible for crew members when offering each customer the option to purchase a sticker for \$1 donation while ringing the customer's transaction.
- **Engage customers at the stone – “Stone Talk.”** Talk about our nationwide charitable partnership with Best Buddies. Tell customers we are raising money for Best Buddies, which is the world's largest non-profit organization dedicated to ending the social, physical and economic isolation of the approximately 200 million people with intellectual and developmental disabilities. Explain that 100% of all donations received will be donated to the Best Buddies organization.
- **Get crew members excited!** Encourage your crew members to offer every customer the option to purchase a Best Buddies sticker for a donation of \$1 or more at the register. Develop a crew contest for daily, weekly and/or monthly star sales and reward the top-sellers with fun prizes, allow them to pick their shifts for a schedule period, etc. Be creative!
- **Work with your Area Developer or Regional Director of Operations and local Best Buddies chapter.** Request a representative or local “Buddy” to visit your store one day in August. Consider offering to coordinate a cake fundraiser with the local chapter! A Best Buddies Chapter List is available on KTEC Online under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion](#).
- **Ensure your cake display is full.** With the Best Buddies traffic in your stores throughout the month, it's a great time to promote cakes, cupcakes, cookie sandwiches and Cold Stone® at Home.

Promotion Goal

- **Raise \$500 at your store!** This means selling all 500 Best Buddies stickers! Get your crew members excited and ensure your crew members are educated on Best Buddies talking points. Additional Best Buddies stickers are available at no charge from Image Mover for those stores needing more stickers.



Crew Training Snapshot

Use the information provided below when training your crew members on the Best Buddies® Fundraising promotion.

Crew Training Talking Points.

- During the month of August, Cold Stone Creamery® locations nationwide will be raising money to help Best Buddies – the world's largest non-profit organization dedicated to ending the social, physical and economic isolation of the approximately 200 million people with intellectual and developmental disabilities (IDD).
- As a crew member, you will play a big role in raising money by selling Best Buddies stickers to customers for a \$1 donation.
- A customer can purchase several Best Buddies stickers at a time. However, each transaction on the register is limited to 99 stickers, so multiple transactions will be required if selling more than 99 stickers at a time.

Best Buddies Brochure

Review the Best Buddies Brochure included in this POP kit. Additional copies can be printed from KTEC Online under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion](#).

Sample “Stone Talk”

Talk about the fundraising promotion with your customers! Ask for donations for a great charity! Incorporate your own style using scripts similar to the scripts below.

During the month of August...

WHILE MIXING SOMEONE'S CREATION™ ...

“Cold Stone® is partnering with Best Buddies to raise money for individuals with intellectual and developmental disabilities. I invite you to show your support by purchasing a Best Buddies sticker by donating \$1 or more!”

WHEN RINGING A CUSTOMER'S TRANSACTION...

“During the entire month of August, Cold Stone Creamery® stores nationwide are helping raise money for Best Buddies. Would you care to purchase a Best Buddies sticker for only \$1? Thanks!”

Answering Customers' Questions about Best Buddies

We anticipate some customers will ask about what Best Buddies is and what they do. Incorporate your own style using scripts similar to the scripts below.

CUSTOMER: What is Best Buddies?

CREW MEMBER: Best Buddies is the national charity partner of Cold Stone Creamery! They're a non-profit dedicated to creating opportunities for people with intellectual and developmental disabilities, like autism, Down syndrome and other disabilities.

CUSTOMER: What does Best Buddies do?

CREW MEMBER: Best Buddies helps anyone of any age with IDD get jobs, build mentoring friendships and gain leadership skills.



APPLYING ALL CLINGS
 Follow the wet-mount cling installation instructions (included in this guide) when applying all clings to ensure they adhere properly.

Marketing

POP Materials

Use the guide below to ensure proper placement of all materials.

| Item | Thumbnail | Display Area | Display Dates |
|--------------------------------|-----------|---|---------------|
| Window Cling | | Display on front windows <i>(follow wet-mount cling installation instructions)</i> | 8/1 – 8/31 |
| Counter Card (8½"x11") | | Display on sneeze guard | 8/1 – 8/31 |
| Donation Thermometer (11"x17") | | Display on counter near register to track progress towards donation goal <i>see more information on page 5</i> | 8/1 – 8/31 |
| Best Buddies® Stickers (500) | | Stock near register so they are easily accessible for crew members when offering them for sale at the register | 8/1 – 8/31 |
| Best Buddies Brochure | | Review with crew members to explain Best Buddies' mission and programs | 8/1 – 8/31 |
| Crew Poster | | Post in the back room where your crew can see; remember to review crew poster with them during crew training and answer any questions | 8/1 – 8/31 |



Marketing *cont'd...*

Donation Thermometer – Sample Milestones

Establish a donation goal of \$500 or more for your store and write dollar amount milestones on the lines to the left of the thermometer. Regularly fill in the thermometer as you sell stickers throughout the month to record the progress towards reaching the goal for your store.

Additional Best Buddies® Stickers

Each POP kit contains five boxes of 100 Best Buddies stickers (500 stickers in total). Stores can order an additional pack of 100 stickers at no charge from Image Mover by calling (877) 895-4411.

Optional POP – Outdoor Banner

Increase customer awareness of our fundraising promotion for Best Buddies with an outdoor banner from www.coldstonebanners.com. Before purchasing a banner, check with your landlord and review your shopping center regulations to ensure it is permissible to hang outside your store's four walls. To view the selection of available banners, simply log in at www.coldstonebanners.com (username: *coldstone*, password: *banners*). The cost of ordering a banner is not reimbursable through donations collected, but is reimbursable through your LSM funds.



Wet-Mount Cling Installation Instructions

Follow the instructions below when installing all clings to ensure they adhere properly.

Which Side is Which?

There are two sides to a cling – the non-printed back side and the printed front side.

- The non-printed back side is attached to the paper liner and is the side to be applied to the window / glass.
- The printed front side is the side facing up and is not the side to be applied to the window / glass. If the printed front side is applied to the window / glass, the ink may transfer to the window / glass, leaving a residue only removable with a razor.

Installation Instructions

Pre-step: Ensure the window / glass is clean and free from any particles or residue.

1. Decide where the cling will be applied. If desired, mark the corner positions on the window / glass with crayon. Spray the application area generously with water or soapy water.
2. Remove the paper liner from the non-printed back side of the cling by peeling it back slowly. Place the non-printed back side of the cling on the window / glass and adjust to the desired position. The water will make it easier to adjust the position of the cling.
3. Starting from the top center and working out to the edges, use a squeegee with firm pressure to remove all the excess water and bubbles from behind the cling.
4. Use a dry paper towel to wipe off any excess water.

NOT RECOMMENDED ON TINTED GLASS

It is not recommended to install clings on any glass that has tinting film.



Marketing *cont'd...*

National Advertising

Throughout the promotion, we plan to engage our brand's customers on multiple levels using our website, email blasts and social media sites in conjunction with in-store POP and your LSM efforts.

Keep an eye out for more National Advertising initiatives in Cold Stone® Special Brand Update emails.

National Interactive

Our website and national social media accounts will communicate messages consistent with the in-store messages for the promotion.

Encourage customers to check out our website, find us on Facebook® at facebook.com/coldstonecreamery and follow us on Twitter® at twitter.com/ColdStone.

| Medium | Dates | Message(s) | Offers | PLU | Exp |
|---|-------|---|--------|-----|-----|
| National Email Blasts <i>Using our My Cold Stone Club® database of more than two million members, we'll blast promotional messages and offers to your most enthusiastic Ice Cream lovers.</i> | 8/3 | <i>If offers are included in any email blasts, we will alert the community ahead of time so crew members can anticipate any possible coupons coming into the store.</i> | | | |
| | 8/24 | | | | |

Facebook® Store Pages

The Facebook Book, which contains information for creating a Facebook page for your store, is available on KTEC Online under [Marketing / Social Media](#).

- Facebook Artwork for Local Store Fan Pages**

We've prepared promotional artwork for you to use on your local Facebook page. Not only are profile images available, but we've also created photo album images that can be used in conjunction with status updates. They are available on KTEC Online under [Marketing / Social Media](#). Simply upload them with your posts and they'll be visible on your wall.

- Local Store Posts**

For posting ideas that will support the promotion and create a buzz on your store's Facebook page, consider the suggestions below. Whenever possible, post with an image of the promotional artwork (available on KTEC Online under [Marketing / Social Media](#)).



Fans Connecting with Your Page

Users on Facebook® are now able to connect with your Page by clicking "Like" rather than "Become a Fan." Please start asking customers to "**Find us on Facebook**" or "**Like us on Facebook**."

LOCAL STORE FACEBOOK® AND TWITTER® – POST SUGGESTIONS

Best Buddies® Fundraising

| | | |
|------------|-------------------------|--|
| 8/1 – 8/31 | Facebook® Status Update | Help us support Best Buddies® International in their fight to end the social, physical and economic isolation of the approximately 200 million people with intellectual and developmental disabilities (IDD)! Donate \$1 or more during the month of August and you'll get a Best Buddies sticker, featuring the iconic Keith Haring logo! |
| 8/1 – 8/31 | Twitter® Updates | Help us support @BestBuddies by donating \$1 or more in August! You'll get a Best Buddies sticker, featuring the iconic Keith Haring logo! |



Facebook® and Twitter® Tip

Be sure to "tag" Best Buddies® in your Facebook posts by typing "@" before "Best Buddies International" then selecting them from the drop-down list that appears. Tag Best Buddies on Twitter with @BestBuddies.



POS & Accounting

POS Download

A download is required for this promotion. Download instructions will be available on KTEC Online under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion](#).

POS Ringing Procedures

All Best Buddies® Sticker sales **must** be rung into the POS using the instructions below. This is important to ensure all donations are reported correctly and the correct amount is debited from each store.

| Ringing Procedures | | | |
|---------------------------------|--|---|--|
| SMP 5500 | <u>\$1 Best Buddies Sticker</u> 1. Log on as cashier 2. Enter quantity of stickers sold <i>(cannot exceed 99)</i> 3. Press BST BUDI 4. Press SUBTOTAL 5. Tender order | <u>Best Buddies Open \$</u> 1. Log on as cashier 2. Enter \$ amount of donation 3. Press BSTBUDOP 4. Press SUBTOTAL 5. Tender order | <u>Fundraiser Donation</u> (to deduct sticker sales from Net Sales) <i>Complete this step at the end of each day throughout the promotion</i> 1. Log on as cashier 2. Log on as manager 3. Press SHIFT KEY 4. Lift Main Layout <i>use Manager Layout for steps 5-8</i> 5. Enter \$ amount (combined amount of \$1 Best Buddies Stickers sold and Best Buddies Open \$ sold) 6. Press FUND RAISR DONATN 7. Press SUBTOTAL 8. Press CASH 9. Replace Main Layout |
| SMP Touch Screen | <u>\$1 Best Buddies Sticker</u> 1. Log on as cashier 2. Enter quantity of stickers sold <i>(cannot exceed 99)</i> 3. Touch BEST BUDDIES 4. Touch PAY SCREEN 5. Tender order | <u>Best Buddies Open \$</u> 1. Log on as cashier 2. Enter \$ amount of donation 3. Touch BEST BUDDIES OPEN 4. Touch PAY SCREEN 5. Tender order | <u>Fundraiser Donation</u> (to deduct sticker sales from Net Sales) <i>Complete this step at the end of each day throughout the promotion</i> 1. Log on as cashier 2. Touch PAY SCREEN 3. Touch CLEAR 4. Log on as manager 5. Enter \$ amount (combined amount of \$1 Best Buddies Stickers sold and Best Buddies Open \$ sold) 6. Touch FNDRS DONATN 7. Touch CASH |
| FOCUS POS | <u>\$1 Best Buddies Sticker</u> 1. Enter Access Code 2. Touch OK 3. Touch QTY 4. Enter quantity of stickers sold <i>(cannot exceed 999)</i> 5. Touch OK 6. Touch BEST BUDDIES 7. Tender order | <u>Best Buddies Open \$</u> 1. Enter Access Code 2. Touch OK 3. Touch BEST BUDDIES OPEN 4. Enter \$ amount of donation <i>(there is no \$ amount limit)</i> 5. Touch OK 7. Tender order | <i>No Fundraiser Donation is necessary; sticker sales do not report to Net Sales.</i> |

Customer's Donation Receipt

If requested by a customer, provide a Donation Receipt for customer to complete and keep for their records. A Donation Receipt is available for download on KTEC Online under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion](#).



POS & Accounting

Collecting & Submitting Donations

Follow the instructions below for collecting and submitting donations for each payment type (i.e., credit card, cash or check).

1. CREDIT CARD DONATIONS

- Ring the # of stickers equal to donation amount (see POS section for ringing procedures).
- Process credit card for amount of donation.
- Have customer sign credit card receipt.
- Place signed credit card receipt in register till.
- Remove cash from till for the amount of donation and place money in a dedicated donation envelope or bank bag to be placed in the store's safe.

2. CASH DONATIONS

- Franchisees are responsible for tracking the total amount collected in donations and submitting the total amount to Kahala.
- Each day, record the amount of Best Buddies® cash donations received on the Best Buddies Tracking Form available for download on KTEC Online under [Marketing / National Marketing / 2016 Best Buddies Fundraising Promotion](#).
- Complete the Fundraiser Donation reconciliation (see POS Ringing Procedures).
- Deposit the corresponding funds as an “overage” for the day or as a separate deposit.

3. CHECK DONATIONS (all checks should be made payable to Best Buddies)

- Keep all Best Buddies checks collected in your safe.
- *If a customer donates a check made payable to Cold Stone Creamery®, deposit the check into your banking account and add as a cash donation.*
- From September 1–15, submit check numbers and amounts to Kahala via SharePoint®. These amounts will not be debited, but need to be recorded to allow for all information associated with the promotion to be documented.
- Place the collected checks, which are each made payable to Best Buddies, in an envelope with your 5-digit Kahala-issued store number on it and mail to Kahala (postmarked no later than September 15, 2016).



Mail Donation Checks to:

Kahala Best Buddies® Promotion

Attn: Joni Haycock
9311 E. Via de Ventura
Scottsdale, AZ 85258

Envelopes must be postmarked no later than **September 15, 2016**. Include **Store #** on envelope.



Questions about Submitting Donations?

Contact Kahala Franchisee Account Representative **Renee Slavik** at reslavik@kahalamgmt.com or (480) 362-4170.

POS & Accounting *cont'd...*

Cold Stone Creamery® franchisees nationwide will donate to Best Buddies®. Individual franchisee donations for sticker sales will be based upon information submitted to Kahala via the Best Buddies debit reporting link on SharePoint® as compared to sales information submitted electronically via the Sales Reporting Tool. The minimum total donation from each participating store will be \$50. For stores that choose not to participate in the Best Buddies Fundraising promotion and do not submit any donation for sticker sales on the Best Buddies debit reporting link on SharePoint, the minimum donation will be \$500.

Key Accounting Dates

| | |
|---------------------|---|
| September 1 | Begin submitting donations on SharePoint® |
| September 15 | Deadline to submit donations on SharePoint |
| September 15 | Deadline for checks to be sent to Kahala (postmarked) |
| October 3 | Debit for Best Buddies® donation |

Stores that have not submitted donations on SharePoint® by **September 15, 2016**, will have an **automatic, non-participation \$500 donation** debited from their account on **October 3, 2016**.



Reporting Sticker Sales, Cash and Check Donations through SharePoint

Information submitted through SharePoint will be used to calculate each store's donation debit for sticker sales and to track all check amounts mailed to Kahala.

REPORTING DONATIONS ON SHAREPOINT

1. Go to <https://portal.kahalamgmt.com/sites/franchisee/SitePages/Best%20Buddies%20August%20Donation%20Reporting.aspx>.
2. Select **Franchisee Login** and enter your username and password to log in. (These should be the same as the ones used for the OLO First Data® Form last year or for Creamery Connection as of June 4, 2015. If you do not remember your password, use the password reset link on the Franchisee Login page.)
3. Select **Click Here to Report Best Buddies® Donations**
4. Type in your 5-digit, Kahala-issued **Store Number** (all store numbers begin with 20xxx, 21xxx, 22xxx or 23xxx), the **Total Cash Collected**, **Total Value of Checks Collected** and **Number of Checks Collected**.
5. Click **Save**. You will be returned to the landing page and your report will appear under Your Donation Reports. If you need to edit your report, click on the **Edit** icon next to the Store Number.