

WS Radio Interview Questions

Feb. 3, 2005

Introduction:

Jamie Giildenzopf (Gil-den-zopf), owner and CEO of J&M Fundraising, is here today to tell us how he can increase your fundraising profit for your school or organization with his extensive product line of mouthwatering gourmet cookie dough and snacks. J&M Fundraising provides superior personalized customer service and guarantees 40 to 50 percent profit, with no money required up front.

- 1. I have to say, after looking at the brochures on your website, jmfundraising.com, your products look absolutely delicious. How many products do you offer?**
 - 70 products total, including 20 flavors of cookie dough (about half of which are pre-portioned), and a variety of flavors of pizza, cheesecake, coffee, pretzels, syrup, salsa and pies.

- 2. What are your top sellers?**
 - Chocolate chunk cookie dough, cookie dough in general and cheesecakes
 - Cookie dough has been around for 10-12 years
 - Great value for customer at the door: cost of a 3 lb. tub at the store is comparable, but customer receives a better tasting product, and helps someone at the same time.
 - Shelf stable—even safe unrefrigerated for up to five days.

- 3. There are many fundraising companies out there. What differentiates J&M Fundraising from other fundraising companies?**
 - #1: Customer service—available seven days a week, day or night via e-mail or phone. Will help fundraiser coordinators in any way I can.
 - #2: Wide variety of better tasting products
 - #3: Guaranteed profitability

- 4. Not many fundraising companies can guarantee a 40 to 50 percent profit. How can you do that?**
 - With our award-winning brochures, our products sell themselves. Our profit guarantee shows how strongly we believe in our products.
 - Sell 3,500 units, profit increases to 45%
 - Sell 6,000 units, profit increases to 50%

- 5. What is your business philosophy?**
 - Ours is a faith-based philosophy. Our mission is to offer the best tasting cookie dough and dessert treats and the absolute highest level of customer service. We promise to conduct our business, by the grace of God, in an honorable and upright manner.

6. Is it easy to get started? Walk me through the steps.

- It couldn't be easier.
- Go to our website, jmfundraising.com
- Click on "brochures."
- Decide what you'd like to sell. 14 different brochures, to mix and match the particular products you'd like to sell. You can even buy a product sample, and if you book--sample cost is credited back
- Go to our "getting started" page and complete and submit the form electronically
- I'll follow up with a phone call, and within one week, you'll receive a packet of information including 13 simple steps to complete your fundraiser, sample invoice, order form, and delivery and distribution sheet.

7. Once a fundraiser coordinator signs up, what tools do you provide that make it simple for her coordinate the fundraiser from start to finish?

- Call or e-mail when you're ready to get started and let me know how many of which brochures you'd like (one brochure per child. 20 slots on each brochure. Six to 26 items depending on which brochure you choose)
- No minimum order quantity, and we pay freight on all orders over 333 units
- You'll receive your brochures within one week
- You'll receive information on how to ensure successful delivery and distribution of your products, a quick tip sheet, dry ice safety sheet and a parent letter to send home with all fundraising participants.
- Products arrive 16 days or less after the order has been placed.
- From start to finish, the entire process will take no more than 28 days.
- Questions? Call or e-mail me day or night, seven days a week. I'll help you every step of the way.

8. *[Ask only if time, end with #10]* I understand all your products are provided by one manufacturer, Pine Valley Foods. What benefit does that provide?

- R & D is done in-house, allowing us to maintain better control over ingredients and processes
- Quality control of products is easier, resulting in a better tasting product

9. *[Ask only if time, end with #10]* I know there is a unique connection between you and Pine Valley Foods. Tell me about that.

- *(Share Pine Valley Foods history here)*
- *(Share why/how you founded J&M Fundraising)*

10. Any closing thoughts Jamie?

- *(Briefly make any points you feel weren't covered thoroughly enough, and plug your website one more time)*