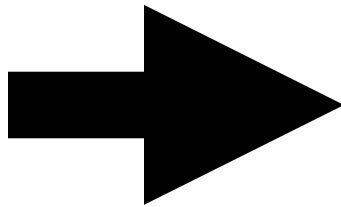




Pie in the Sky 2009

Pie Seller Tips, Tricks and Secrets

The Agenda



- About Community Servings
- About Pie in the Sky
- The Anatomy of a Sale
- The Message Behind the Sale
- Tips for Around the Workplace
- Electronic and Internet Outreach
- Hot Tips from Previous Sellers
- Questions

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**COMMUNITY
SERVINGS**
DELIVERING MEALS
DELIVERING HOPE

**This Thanksgiving,
it all starts with pie.**



A. About Community Servings

- **Mission** - Community Servings is dedicated to providing free home-delivered meals throughout Eastern Massachusetts to people homebound with HIV/AIDS and other acute life-threatening illnesses who are unable to shop or cook for themselves
- **Nutrition** - We design our meals to meet the complex dietary requirements of people coping with a devastating illness who are unable to cook for themselves
- **Goal** - Our goal is to help our clients maintain their health and dignity, preserve the integrity of their families, provide nutritionally and culturally appropriate meals, and send the message that someone cares
- **Who are We** - 33 staff members work alongside 850 volunteers who walk through our doors every month. Collectively we deliver two daily meals to the 725 individuals and families each weekday

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B. About Pie in the Sky

- **The Bakers** - Now in its 17th Year, Pie in the Sky involves more than 150 of Greater Boston's best chefs, bakers and caterers donating their time, talent and resources to bake more than 10,000 delicious Thanksgiving Pies
- **Pie Sellers** - Over 400 volunteers - individuals, corporations, churches and synagogues, schools and social clubs (sellers like you!) work hard to sell, apple, pecan, pumpkin and sweet potato pies
- **Bakers Deliver Pies** - Just prior to Thanksgiving each of our bakers deliver the pies to "Pie Central". At Pie Central they are sorted, boxed and labeled...then they are distributed to the 45 pick-up locations throughout the city
- **Buyers Pick-up Their Pies** - On the day before Thanksgiving the buyers pick-up their pies at individual pick-up locations.





C. The Anatomy of a Sale

- **Sellers Outreach** – Sellers reach out to friends, coworkers and family members to buy a pie or make a donation
- **Ordering** – Buyers can order via paper-order form (cash, credit card or check) or buy online at www.pieinthesky.org (credit card). Buyer receives an electronic confirmation notice that they have ordered online. Seller also receives an electronic notice that an order was placed online.
- **Order Entry** – Volunteers and CS staff members assemble all of the paper orders at the CS Office and determine how many pies are needed at each pick-up location
- **Pie Pick-up** – The day before Thanksgiving buyers pick-up their pies at pick-up locations
- **Last Day to Order** – The last day to order a pie is Friday 11/18. However buyers can order a pie from you online until Sunday 11/22 @ 1pm.



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D. The Message behind the Sale

- **The Mission and the Message** – Use the mission of Community Servings to encourage buyers to make a purchase or a donation
- **A Week of Meals** - Each \$25 pie purchased will provide a week's worth of free, home-delivered meals for a man, woman or child in Eastern Massachusetts who is battling a critical illness such as HIV/AIDS, cancer, diabetes or MS.
- **Making a Donation and Receiving a Pie** - Remind buyers that they are donating \$25 to Community Servings and changing the life of a CS client....and then getting a pie as a 'thank you.'
- **The Miracle of Pie** – Buying a pie brings life and hope to an individual or family struggling with a critical illness.



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E. Sales Tips for the Workplace

- **Office Team** – If you are selling primarily at your office, form a team of people from different departments. A network of inter-departmental colleagues will expand the number of potential buyers and contacts.
- **Client Letters** - If permissible at your workplace, develop and send a personalized letter and pie form to your clients or coworkers
- **Work-Related Events** - During work-related events and gatherings provide order forms and Pie in the Sky postcards
- **Office Buildings** - The management of some office buildings may permit you to place ads in elevators and or send out an email to the tenants
- **Building Lobbies** – Some buildings will permit individuals to set-up a tables in the lobby for promotion or sale. If not, perhaps they will allow a poster display or allow you to place fliers or postcards at the entrance. We suggest mid-day or evening.
- **Sign-up as a Private Pick-up Site** – You can make your office a pick up location so that people can pick up where they've ordered.

It's pie time....

EVERY PIE'S JOURNEY TO YOUR TABLE IS FULL OF GENEROSITY...





F. Electronic and Internet Tips



- **My Place at the Table** – Go to www.pieinthesky.org and personalize your pie seller page with a photo, a personal message and pie sales goal. View this link often to monitor your success.
- **Email Signatures** - Create a new email signature and add a link to your pie seller page.
- **Email Distribution Lists** - Don't rely on order forms alone. Use your email distribution list to send out electronic notes to friends and family. Include an email link directly pieinthesky.org. Sellers will buy online!
- **Looking Beyond Boston** - Reach out via email to friends and family beyond the Boston area. Remember that anyone can make a donation or donate a pie for a CS client
- **Tracking Your Sales** - You will receive an email every time a person buys a pie online. Use this to track who has purchased and who has not. Follow-up the week before the sales closes with those that have not purchased. This information is also stored on "My Place at the Table".
- **Social Networking** - Post pie sales info on Facebook page or send Facebook messages. Tweet away – Twitter posts with link to website



G. Tips and Advice from Previous Sellers

- **Make a List, Check it Twice** – Develop a list of individuals (work, family and friends) who you would like to contact. Use the list to track your sales and follow-up with each individual via email, phone or one-on-one.
- **Create a Goal Reminder** - Create a visual tool for the team/company which indicates the success of reaching your goal. We hang a pie-counter in the office.
- **Gifts** – Remind others that they could purchase a pie as a charitable gift to a friend, co-worker or family member. Take the pie with you to Thanksgiving dinner.
- **Cost Comparison** – Consider the cost...you can go out on a Friday night and spend \$25, but if you feed a person for a week, you will remember it for a lifetime.
- **Delivery** - I personally deliver pies to a few friends who are outside the pickup area but live close to me. They love buying pies so it is also an easy sell.
- **Phone Outreach** – I will call friends and family and take their order over the phone, entering their order on-line via www.pieinthesky.org. I make it easy and convenient for them to order



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Tips from Sellers Contd....

- **Poster Distribution** – Take pie posters to businesses, coffee shops, salons. They may place the poster in the window or lobby for display. Include your contact information on the poster if they have questions or wish to buy from you
- **Games and Sporting Events** – I regularly attend games and sporting events. I take forms with me to sell casually at the event.
- **Returning Sellers** – I always keep my email list of buyers from previous year – they always buy again. This information is also available on “My Place at the Table”.
- **Relating To Our Clients** - I always try to get to people to relate to the CS clients. Imagine the sickest you have ever been – imagine that you cannot shop or fix a meal. Then imagine someone knocking at your door with a home cooked meal that is both nutritious and comforting. This is daily living for a CS client.
- **Raffle Pies** – I have made some of my best sales by encouraging pie sellers to consider buying a \$75 Raffle Pie. Not only are they providing 3 weeks of meals, but they can win some pretty incredible prizes.
- **Community Organizations or Churches** – I belong to a few community organizations. I have reached out to these organizations and my church...they have permitted me to send information to each member.
- **Say Thank You** – It is Thanksgiving, after all! Buy a pie for your housecleaner, your child’s teacher, your hair dresser, your dog walker. Avoid the worry of being politically correct with gift-giving later in the holiday season.

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Questions?



The Home and Kitchens of Community Servings

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