



Fundraising Guide

How raising money with
Country Meats works.



UP TO
62%

PROFIT / STICK

UP TO
\$190

PROFIT / CASE

3

WAYS TO FUNDRAISE

45+

YEARS

GETTING STARTED

3 Easy Ways to Fundraise

Country Meats has helped schools, sports teams, scout troops, churches, and clubs across America raise the money they need — one delicious smoked snack stick at a time. Pick the approach that fits your team, or combine all three to reach even more supporters.

1


Traditional

In-person sales, instant cash

Buy snack sticks up front and sell them in person — at games, events, the break room, anywhere hungry folks gather.

2


Online

Raise money without lifting a finger

Share a custom store link & QR code. Supporters order online and we ship every order straight to their door.

3


Brochure

No upfront costs

No money up front. Collect orders and payment on a printed form first, then place one order for your whole team.



Mix & match!

Many groups run a traditional or brochure sale locally **and** share an online link with friends and family far away. Combining platforms is the fastest way to hit your goal.

WHY COUNTRY MEATS?

- ✓ **It practically sells itself.** Individually wrapped, shelf-stable, protein-packed snacks with universal appeal.
- ✓ **High profit margins.** Earn up to 62% profit on every stick you sell.
- ✓ **Free selling tools.** We provide posters and display boxes at no charge for in-person sales.
- ✓ **Real support.** A dedicated U.S. customer service team is a phone call away.



Traditional Fundraiser

Buy the sticks, sell them in person, and keep the profit. The most popular way to fundraise with Country Meats.



STEP 1 Order

Choose a Best Seller Variety Case or build your own with up to 6 flavors. We ship it straight to you.



STEP 2 Receive

Your cases arrive ready to sell — plus 10 free sticks per case to help offset shipping.



STEP 3 Sell

Sell for \$1.50–\$2.00 each at games, events, break rooms — anywhere hungry folks are looking for a snack.

YOUR COST / CASE

\$118



YOU SELL EACH STICK FOR

\$1.50

=

\$113

\$2.00

=

\$190

PROFIT PER CASE

How it works

- ✓ You purchase snack sticks to sell in person
- ✓ Earn **up to 62% profit** on every stick sold
- ✓ Each case is **144 sticks** — we add 10 free to offset shipping
- ✓ We provide posters & display boxes **free of charge**
- ✓ Sell at sporting events, bake sales, your break room — anywhere

Team tip: Give each member a display box and a goal. Counting the 10 free, a case is 154 sticks. Sold at \$1.50 it raises **\$231** and earns your group **\$113**. At \$2.00 a stick, that becomes **\$308** and **\$190**.



Online Fundraiser

Sell the same crowd-pleasing snack sticks completely online. Reach supporters anywhere in the U.S. — no inventory required.



STEP 1

Opt In

Create or log in to your account and check the box to opt in. Once approved, we generate your custom URL.



STEP 2

Share Your Link

Share your custom URL & QR code with friends, family, and social media. Every order gives your group credit.



STEP 3

Reach Your Goal

We fulfill and ship every order directly to your supporters. Track profit in My Account.

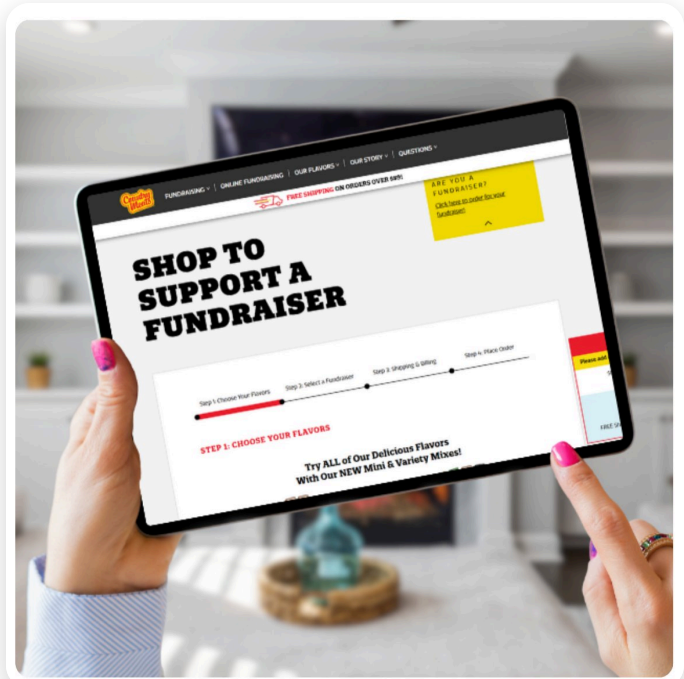
What your store sells

PRODUCT	THEY PAY	YOU KEEP
10 Stick Mini Mix	\$20	\$8
24 Stick Single Flavor Bag	\$45	\$18
48 Stick Variety Mix	\$90	\$36
144 Stick Best Seller Case	\$270	\$108

Supporters pick from nine single-flavor bags plus the two mixes and the case. Shipping is charged at checkout and never comes out of your group's share.

40%

of **every** supporter order goes straight to your group — every product, every size, no fees taken out.



Perfect for: reaching out-of-town relatives, alumni, and social media followers — supporters who can't make it to an in-person sale but still want to help your cause.

Brochure Fundraiser

No budget for inventory? Collect orders and money first using a printed form, then place one order for your whole team.



STEP 1

Print the Forms

Download the order form from our website and hand one to every seller on your team.



STEP 2

Collect Orders

Supporters pick their flavors and pay you up front, so your group never fronts a dime.



STEP 3

Order & Deliver

Send us one order for the whole team, then pass out the sticks when they arrive.

How it works

- ✓ Download & print the order form from our website each time for the most up-to-date version
- ✓ Collect orders and funds from your supporters up front
- ✓ Earn **up to 62% profit** on every stick sold
- ✓ Contact us to place your order (**144 stick minimum**)
- ✓ Each case has a **\$10 shipping fee**
- ✓ Deliver the orders to your supporters when they arrive

Good to know: Because you order after collecting, we can't guarantee every flavor will be in stock — so lead with our proven best sellers on your form.



Download forms at countrymeats.com/helpful-downloads

RECOMMENDED SELLING PRICE

\$2.00

PER STICK

Most groups do best at \$2.00 a stick — an easy round number that earns up to 62% profit. But you know your supporters best: sell for whatever price works for your group and write it on your order form.



START HERE

Best-Selling Flavors

New to Country Meats? Start your team off with our proven fundraiser favorites — the flavors supporters reach for again and again.



- Original Smoked Hickory
- Sweet BBQ
- Bold Teriyaki
- Sweet Annie Brown

GET YOUR TEAM GOING

Four steps to a successful fundraiser

01**Set a goal**

Decide how much you need to raise and pick your platform(s).

02**Sign up**

Create your free account at countrymeats.com and place your order or opt in online.

03**Rally the team**

Share this guide, hand out display boxes or your link, and start selling.

04**Collect & celebrate**

Gather the funds from your sales and reach your goal!

Questions? We're here to help.

Our experienced team can help you pick the right fundraiser and get started.

Mon–Fri, 8am–4pm EST • 5750 SW 1st Lane, Ocala, FL 34474

1 (800) 277-8989

Local: (352) 237-5232
customerservice@countrymeats.com
www.countrymeats.com

