



Welcome to the Dough for Funds ® program!

As your neighborhood bakery–cafe, we are pleased to offer this exciting, easy to manage fundraising opportunity for non-profit organizations:

Here are the basics:

- The fundraiser revolves around the sale of two types of coupon strips: one six coupon Bagel Strip which features three bagels per coupon and one six-coupon strip which features a variety of baked goods including a sourdough baguette, an Asiago Cheese demi, a Focaccia round, 3 bagels, 2 cookies and a brownie slice.
- Your organization purchases these strips from Panera Bread for \$5.00 and re-sells them to the public for \$10.00. This is a non-negotiable price.
- The coupons strips are redeemable for the products listed on them and are non-transferable. No further purchase is necessary to redeem the coupons. Simply present the coupon(s) at your neighborhood bakery-café and receive the delicious fresh-baked goods listed on the coupon. (Limit 3 coupons per visit, please.)

Sales procedure:

- Included in this kit are the forms necessary to take orders and track your sales.
- There is no specific window of sales, so your group may conduct this program any time of year. We do, however, suggest a 2-week sales period.
- Once you have gathered your orders and totaled the number of coupon strips sold, contact us to receive your coupons. You may place your order via phone (443-552-0700) or mail to 8184 Lark Brown Rd. Elkridge, MD 21075, Attention Dough for Funds Coordinator.
- Please make one check payable to Panera Bread. We accept personal checks, organizational checks and money orders. Sorry, no credit cards or temporary checks.
- Upon receipt of payment, Panera Bread will ship your coupon strips to you! Just call 443-552-0700 at least five days in advance to ensure your coupons are available.
- Alternately, you may pre-purchase the coupon strips and sell in-hand. Shipping of coupons is contingent upon pre-payment. (Please be aware that Panera Bread will not accept returns of pre-purchased coupons.)
- After placing your order, please allow five days for processing and/or shipment of your order.

PROGRAM COORDINATOR INSTRUCTIONS



Here's What You Need To Do:

1. Fill out your name and phone number on the **Seller Instruction Sheet**.
2. At the top of the **Order Record Sheet**, insert the due date, delivery date, and how checks should be made out to your organization.
3. Coupon strips are to be sold for \$10.00 each. This is non-negotiable.
4. Photocopy the **Seller Instruction Sheet** and the **Order Record Sheet** for each person selling, and distribute them to your sellers.
5. When the selling period is complete, collect the **Order Record Sheets** from your sellers. The suggested selling period is two weeks.
6. Use the **Program Coordinator Tally Sheet** to determine:
 - How many of each type of coupon strip was sold
 - How much money was collected
 - The amount of your check, payable to Panera Bread

**100% PROFIT
MARGIN
YOUR COST IS
\$5.00 PER
COUPON STRIP**

Getting Your Coupon Strips:

Mail-in

- Mail your check, payable to Panera Bread and a copy of your **Program Coordinator Tally Sheet** to:
Dough for Funds Coordinator
Panera Bread
8184 Lark Brown Rd.
Elkridge, MD 21075
- Coupon strips will be mailed to you 5 business days after receiving your order information.

Call-in

- Call **443-552-0700** and leave your name, the organization you are representing, phone number, Dough for Funds order and the amount of your check.
- Coupon strips will be mailed to you 5 business days after receiving your order information.
- One check, payable to Panera Bread is due before you may receive your coupon strips.

Fax-in

- Fax your **Coupon Strip Tally Sheet** to 410-796-2063. Follow up with a phone call (443-552-0700) to ensure receipt of fax order.
- Coupon strips will be mailed to you 5 business days after receiving your order information.
- One check, payable to Panera Bread, is due before you may receive your coupon strips.

Encourage your sellers to deliver the coupon strips promptly!



SELLER INSTRUCTIONS

Here's What You Need To Do:

1. Fill in your name and phone number on the **Order Record Sheet**.
2. Take orders for coupon strips from your friends, neighbors, and co-workers. Individuals may buy as many coupon strips as they wish.
3. Complete one line per customer on your **Order Record Sheet**. Make sure you get their:
 - Name, Address, and Phone Number
 - Number of Bagel and Combination coupon strips
 - Total Dollar Amount
4. Be sure to collect money for the coupon strips as you take orders. (Coupon strips are to be sold for \$10.00 each. Checks are made payable to your organization)
5. Turn in your **Order Record Sheet** to your program coordinator by the due date.
6. Deliver the coupon strips as soon as you receive them from your coordinator.



Use These Tips To Sell More Strips:

Value: Retail value for the coupon strips is greater than the \$10.00 selling price. Each is discounted approximately 30% from retail value.

Fresh from Your Neighborhood Bakery: Panera Bread products are baked fresh daily using natural ingredients and no preservatives.

Convenient: There are multiple locations for your customers to redeem their coupon strips.

Coupon Strips Make Great Gifts!

It's an Easy Way to Help Your Community!

Coordinator's Name

()

Coordinator's Phone Number (including area code)

Safety first!

- Sell with a parent or friend.
- Stay in areas you know.
- Sell during daylight hours.



ORDER RECORD SHEET

Seller's Name: _____

Phone Number (including area code): _____

Order Record Sheet is due back to Coordinator by: _____

Coupons Strip will be delivered to buyer by: _____

Buyers: checks payable to (**organization's name**): _____

| Buyer's Name, Address, and Phone Number | No. Bagel Coupon Strips at \$10.00 each | No. Combo Coupon Strips at \$10.00 each | Total Dollar Amount |
|---|---|---|---------------------|
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| | | | |
| TOTAL SALES | | | |

MARYLAND LOCATIONS

ANNAPOLIS

Festival at Riva
2341 T Forest Dr.
Phone (410)573-2804
Fax (410) 573-2806

ANNESLIE

Anneslie Shopping Center
6307 ½ York Road
Phone (410) 433-9174
Fax (410) 433-9176

ASPEN HILL

Aspen Hill Shopping Center
13521 Connecticut Avenue
Phone (301) 598-7190
Fax (301) 598-7194

BEL AIR

Festival at Bel Air
5 Bel Air South Parkway
Phone (410) 569-6980
Fax (410) 569-6984

BOWIE

Bowie Town Center
3921 Town Center Boulevard
Phone (301) 352-5165
Fax (301) 352-5604

CALIFORNIA

South Plaza
45250 Worth Ave.
Phone (301) 863-8305
Fax (301) 863- 8307

CATONSVILLE

One Mile West
6600 Baltimore Nat'l Pike
Phone (410) 747-0071
Fax (410) 747-3026

CHEVY CHASE

Next to Chase Tower
4459 Willard Avenue
Phone (301) 951-5858
Fax (301) 951-0084

COLUMBIA

The Mall in Columbia
2nd Floor by Nordstrom
Phone (410) 730-9666
Fax (410) 730-9640

COLUMBIA

Dobbin Center
6435 Dobbin Rd.
Phone (410) 772-8632
Fax (410) 772-8634

FALLSGROVE

Fallsgrove Village Center
14921 Shady Grove Road
Phone (301) 545-1874
Fax (301) 545-187

ELDERSBURG

Freedom Village Center
6300 Georgetown Blvd.
Phone (410) 552-4137
Fax (410) 552-4139

FREDERICK

Key Plaza
5600A Urbana Pike
Phone (301) 662-9700
Fax (301) 662-8844

FREDERICK

The Shops at Monocacy
1700 Kingfisher Dr.
Phone (301) 663-9406
Fax (301) 663-9408

GAITHERSBURG

Gaithersburg Square
498 N. Frederick Avenue
Phone (240) 632-2546
Fax (240) 632-2548

GERMANTOWN

Town Center
19820 Century Boulevard
Phone (301) 515-5777
Fax (301) 528-2400

GLEN BURNIE

Governor Plaza
6633 Ritchie Highway
Phone (410) 766-6356
Fax (410) 766-6384

HAGERSTOWN

Centre at Hagerstown
17772 Garland Groh Blvd.
Phone: (301) 714-1662
Fax: (301) 714-1664

HANOVER

Arundel Village
7648 Arundel Mills Blvd.
Phone: (443) 755-1704
Fax: (443) 755-1706

HUNT VALLEY

Hunt Valley Town Centre
110 Shawan Rd.
Phone (410) 329-1134
Fax (410) 329-1136

LANHAM

Vista Gardens Market Place
10531 Martin Luther King Jr. Hwy.
Phone (301) 352-3673
Fax (301) 352-3675

OWINGS MILLS

Woodholme Square
1852 Reisterstown Road
Phone (410) 602-5125
Fax (410) 602-6895

PASADENA

Festival at Pasadena
8125 Ritchie Highway
Phone (410) 544-6400
Fax (410) 544-6540

PRINCE FREDERICK

Market Square
874 Costly Way
Phone (443) 486-4612
Fax (443) 486-4632

ROCKVILLE

Federal Plaza
1780 E. Jefferson Street
Phone (301) 881-5515
Fax (301) 881-5515

ROSEDALE

The Centre at Golden Ring
8640 Pulaski Highway
Phone (410) 238-0887
Fax (410) 238-0930

SALISBURY

Salisbury Promenade
2618 N. Salisbury Blvd.
Phone: (410) 334-3546
Fax: (410) 334-6137

SECURITY

Boulevard Place
7169 Security Blvd.
Phone (410) 448-7431
Fax (410) 448-7433

SILVER SPRING

Downtown Silver Spring
8541 Georgia Avenue
Phone (301) 495-0860
Fax (301) 495-0939

TIMONIUM

Timonium Center
2135D York Road
Phone (410) 453-9840
Fax (410) 453-9845

TOWSON

Towson Marketplace
1238 Putty Hill Avenue
Phone (410) 821-9111
Fax (410) 821-7171

WALDORF

Festival Way
2930 Festival Way
Phone (301) 374-2760
Fax (301) 374-2766

WESTMINSTER

Westminster Crossing
200 E. Clifton Blvd.
Phone (410) 857-0642
Fax (410) 857-0793

WHITE MARSH

Nottingham Square
5110 Campbell Blvd.
Phone (410) 933-2003
Fax (410) 933-0775

PROGRAM COORDINATOR TALLY SHEET



Coordinator Name: _____

Coordinator Phone: _____

Organization: _____

Instructions:

1. Once you have collected the order sheets from your sales team, enter the amount of coupon strips sold in the chart below.
2. Calculate your payment to Panera Bread using the formula at the bottom of the page.
3. Fill out your shipping information.

| | Sellers Name | Bagel Strips | Combo Strips | \$Collected |
|--------------|--------------|--------------|--------------|-------------|
| example: | John Dough | 20 | 15 | \$350 |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
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| 20. | | | | |
| 21. | | | | |
| 22. | | | | |
| 23. | | | | |
| 24. | | | | |
| 25. | | | | |
| Order Totals | | | | |

Payment: Make one check or money order made payable to Panera Bread

Payment Amount = total coupons sold _____ x \$5.00 = _____

Shipping Address: _____

COMPLIMENTARY SAMPLES ORDER FORM



Once your non-profit or community organization has committed to the Dough for Funds program, we can provide samples of our delicious baked goods for your kick-off meeting.

Fax this Complimentary Samples Order Form at least Four weeks prior to your kickoff meeting!

Please Print:

Name: _____

Organization: _____

Address: _____

Phone Number (including area code): _____

Date of Kick-off Meeting: _____

Number of People attending: _____

Date and Time of pick –up for samples: _____
(samples are not available for pick-up between 11:00am and 2:00pm)

Panera Bread pick-up location: _____
(Please indicate the bakery-cafe you wish to use for product pick-up)

Please fax this form to:

Panera Bread

Attn: Neighborhood Marketing Coordinator

Fax: 410-796-2063

