



*Dewey's*<sup>®</sup>  
BAKERY

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FUNDRAISING STORE  
MARKETING KIT

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## WHAT'S INSIDE?

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- (3) LOGO USAGE GUIDE** How to properly use the Dewey's brand.
- (4) PRESS RELEASE** Copy to use if you need to send out a press release.
- (5) SOCIAL MEDIA CONTENT** Copy and photos to use for your social media posts.
- (7) RADIO SPOTS** Copy to use for 15-second and 30-second radio commercials.
- (8) ADVERTISING** Sample ad provided if you have advertising opportunities.
- (9) FLYERS & POSTER** Customize, print and use for bag-stuffers and handouts.

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### CONTACT US

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EMAIL [fundraising@deweys.com](mailto:fundraising@deweys.com) PHONE 336-422-6943

Three stylized red triangles of varying sizes are positioned at the bottom of the page, partially overlapping the footer area.



## LOGO GUIDELINES

How to appropriately use the Dewey's logo.



### YES!

- Using the colors black, brown, or white for the logo.
- Can use on a color background
- Keep the Registration Mark and the word "BAKERY" in logo.

### NO!

- Stretching or straightening.
- Changing to a colored logo.
- Removing the Registration Mark or the word "BAKERY".
- Using any color except white on dark colored backgrounds.

**LOGO DOWNLOAD:** Visit our online portal to download our logo.



## PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact: NAME AND CONTACT INFO OF SPOKESPERSON

[ORGANIZATION NAME] ANNOUNCES DEWEY'S BAKERY  
FUNDRAISING STORE LOCATION IN [CITY]

Store will help raise money while providing a convenient local place to shop for fresh baked holiday treats.

[CITY], [DATE] – [ORGANIZATION NAME] will operate a Dewey's Bakery fundraising location in [CITY] for the holiday season. The store will be open from [DATE] until [DATE], and will operate [HOURS OF OPERATION]. A portion of proceeds from each sale will go directly back to [ORGANIZATION] to help [WHAT FUNDS WILL BE PUT TOWARD].

[Consider including a quote from an organizer of the store stating how excited you are to partner with Dewey's and encouraging people to shop local to support their community.]

Example: "We're excited to partner with Dewey's Bakery to accomplish our goals this year, and we want to encourage everyone to stop by for their holiday shopping," said [NAME], president of [ORGANIZATION]. "The money we raise will make a difference in the lives of the children in our community."

Items available in the store will include Dewey's Moravian Cookie gift tins, Moravian Sugar Cake, savory Cheese Straws and much more. Moravian Cookie flavors include Ginger Spice, Classic Sugar, Chocolate Dipped Mint and many others.

Dewey's Moravian baked goods have been a treasured holiday tradition since the bakery opened in downtown Winston-Salem in 1930. Moravian Cookies were even hand-selected by Oprah Winfrey and featured in O, The Oprah Magazine's coveted "O List." Dewey's remains faithful to the origins of these time-honored classics, continuing to bake in the homemade tradition using original recipes and the finest ingredients. For more information about Dewey's Bakery, please visit <http://www.deweys.com>.



## SOCIAL MEDIA CONTENT

### SOCIAL MEDIA TIPS

- We have supplied you with product photos of Moravian Sugar Cake and Moravian Cookies to post to your page.
- Appetite appeal is important, but sharing your story is just as important! Share photos of the store's volunteer staff, the students that may be contributing to the effort, and the people who will benefit from this fundraiser. Seeing their smiling faces is what will motivate people to stop by your store.
- Share details about what the funds will be used for.
- Be sure to use your own network to gain a bigger audience. Invite all of your friends and family to "like" your page, and encourage everyone involved in the fundraising effort to do the same. Be sure to share each post with your network and encourage others to do the same.
- Tag Dewey's in your social media posts to bring in a bigger audience. Find us at [facebook.com/deweysbakery](https://www.facebook.com/deweysbakery), and on Twitter and Instagram at @DeweysBakery.

### SAMPLE POSTS

#### Grand Opening Store Image

The Dewey's Bakery Fundraising Store benefitting [organization] is now open! Shop local this holiday season and see how much good you can do in our own community. Find us at [location].

#### Right Before Christmas – Holiday Rush

Visit us at the [organization] Dewey's Bakery Fundraising Store and choose from an array of delicious holiday gifts! From delicious Moravian Cookies to savory cheese straws, every purchase you make will go to support our efforts to provide [fundraising goals].



## SOCIAL MEDIA CONTENT

### PRODUCT POST RECOMMENDATIONS:

#### Moravian Sugar

Dewey's traditional Moravian Sugar Cake is topped with a combination of cinnamon, pure butter and brown sugar, then baked until golden brown. Stop by the [organization] fundraising store at [location] to pick up a few!

#### Cheese Straws

Dewey's Bakery's Cheese Straws are baked with wheat flour, premium extra-sharp aged Cheddar cheese, hints of paprika, and cayenne pepper. We're selling these savory treats now at [location] to raise money for [fundraising goal]!

#### Moravian Cookies

Dewey's Bakery has been baking thin, crisp Moravian Cookies for generations. The original Moravian Cookie recipe was brought to America in the 1700's by settlers from Moravia, a kingdom in Eastern Europe. They make delicious holiday gifts!

#### Ginger Spice Moravian Cookies

Since 1930, the bakers at Dewey's have been make Ginger Spice Moravian Cookies by combining rich molasses and brown sugar with exotic spices, such as cloves, ginger, cinnamon, and allspice. Stop by and sample them at the [organization] holiday store at [location]!

#### Chocolate Dipped Sugar Moravian Cookies

Dewey's Bakery's Classic Sugar Moravian Cookies are made with full flavor vanilla and pure cane sugar, then dipped in rich chocolate. We're selling them now to benefit [organization] at our Dewey's Fundraising store at [location]!

**IMAGE DOWNLOAD:** Visit our online portal to download images for social media.



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## RADIO SPOTS

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### 15-SECOND SPOT

Shop for holiday treats at [organization name]'s Dewey's Bakery Fundraising Store at [address or shopping center name]! From Moravian Cookies and Sugar Cake to delicious Cheese Straws, you're sure to find the perfect gift. Proceeds will go toward [fundraising objective].

### 30-SECOND SPOT

This holiday shopping season, you can put your dollars back into the local community and enjoy fresh baked North Carolina treats. Shop for holiday treats at [organization name]'s Dewey's Bakery Fundraising Store at [address or shopping center name]! From Moravian Cookies and Sugar Cake to delicious Cheese Straws, you're sure to find the perfect gift. Proceeds will go toward [fundraising objective].



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## ADVERTISING

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### SAMPLE AD

Printed or website advertising can be a highly effective means of getting the word out about your holiday store.

Because all sizing is different, please contact us if you have any advertising opportunities and we will help with your ad.

The sample advertisement is a square graphic with a dark red background and a white border. It features the Dewey's BAKERY logo at the top, followed by the text "NOW OPEN" in large, bold, white capital letters. Below that, it says "DEWEY'S HOLIDAY FUNDRAISING STORE" in smaller white capital letters. A white rectangular box in the center contains the following information:

**BENEFITING:** EAST FORSYTH HIGH SCHOOL  
BAND BOOSTERS

**LOCATION:** KERNER VILLAGE  
SHOPPING CENTER (BESIDE RADIO SHACK)  
821 -K S. MAIN STREET  
KERNERSVILLE, NC

**HOURS:** MONDAY - SATURDAY, 11 AM - 7 PM  
SUNDAY, 12 PM - 6 PM

At the bottom of the white box, it reads: "A PORTION OF PROCEEDS WILL BENEFIT OUR FUNDRAISING GOALS". The background of the ad is decorated with white snowflakes and stars.