



Fundraising *Kit*

SoSweet

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Welcome to So Sweet fundraising

Kia ora and thank you for considering So Sweet for your next fundraiser.



When you choose So Sweet Fundraising Boxes, you are choosing more than just a healthy way to raise money. You are choosing to support your community with food that families actually need and enjoy.

Our family has been growing carrots, parsnips, and potatoes in Southland for over five generations. The cool soils and frosts make them naturally sweeter, and every harvest is handled with care so the produce that leaves our gates is food we're proud to share with Kiwi families.

By fundraising with So Sweet, your school, club, or charity raises money while also putting healthy, locally grown food on the tables of people in your community. It is practical, wholesome, and proven.

Each So Sweet Fundraising Box is \$25. Your group earns \$7.50 profit per box (30%), making this a simple, healthy, and worthwhile fundraiser.

We are here to make the process easy, and we will support you each step of the way.

Let's grow something good together.

Matthew Malcolm
Managing Director



How the fundraiser works

Running a So Sweet fundraiser is simple, straightforward, and designed to give you the best chance of success. We take care of the details so your team can focus on rallying your community.

1

Register your interest

Fill out our quick enquiry form or email us directly. Our team will call to confirm your details within 1–2 business days.

2

Confirm your campaign

We'll lock in your pre-sale and delivery dates. You'll also receive an organiser pack with easy-to-follow steps and ready-to-use promotional tools.

3

Run your pre-sale

Your group has two full weeks (including two weekends) to take orders and collect payments. All payments must be collected upfront before your group submits its order.

4

Submit your order

When your pre-sale closes, place your group's final order directly through the So Sweet website. We'll pack each box fresh from the farm, ready for delivery once payment has been received in full.

5

Collect and distribute

We deliver free of charge to major Turners & Growers depots across New Zealand. Delivery outside these areas is available at a small additional cost. From there, your team can hand out the boxes to families who supported your fundraiser.



What's in the fundraising box?

Each So Sweet Fundraising Box is packed with a seasonal selection of Southland-grown vegetables. We keep it simple, healthy, and practical, food families actually need in their kitchen each week.

What makes the box special:

- Freshly harvested, high-quality vegetables from our Southland fields
- Seasonal contents that offer the best flavour and value
- Healthy produce at a lower cost than supermarket prices
- A fundraiser that supports families with something useful, not gimmicks or treats



Example contents (seasonal variation):

- Carrots
- Potatoes
- Parsnips
- Eggs
- Other seasonal vegetables depending on the time of year

Contents may vary depending on what is growing best at the time of your fundraiser, but every box will always offer excellent value, flavour, and freshness.

How much can you raise?

So Sweet Fundraising Boxes are designed to make fundraising worthwhile. With at least 30% profit on every box sold, the numbers add up quickly.

Depending on the Fundraising Box you select, prices start from \$25 per box, earning your group around \$7.50 profit on each sale.

The example below is based on the \$25 box option:

- Sell 50 boxes → raise \$375
- Sell 100 boxes → raise \$750
- Sell 200 boxes → raise \$1,500

Tip for organisers:

Even small groups can make a big difference. If each family sells just 2–3 boxes, the total adds up fast.

Higher-value box options earn even more profit per sale.



Frequently asked questions

What if we don't sell enough boxes?

That's no problem. You only need to commit to a minimum of 10 boxes. Most groups easily surpass this once families and supporters get behind the fundraiser.

How do families pay?

Your group can decide what works best, cash, bank transfer, or an online option set up by your school or club.

Note: So Sweet does not handle payments from individual families. Each group manages its own orders and payments.

Where do we collect the boxes from?

We deliver free of charge to major Turners & Growers depots across New Zealand. Delivery outside these areas is available at a small additional cost.

How should we store boxes until collection?

The boxes are packed fresh and ready to go. We recommend keeping them in a cool, shaded space and arranging distribution to families as soon as possible after pick-up.

How much notice do we need to book a fundraiser?

We recommend at least 4–6 weeks to give you time to promote, collect orders, and get your community engaged.

What support will we get from So Sweet?

You'll receive a full organiser pack with step-by-step instructions, promotional tools, and personal support from our team whenever you need it.

Promotional support

We know that a successful fundraiser depends on good communication. That's why we provide a ready-to-use set of tools to help you promote your fundraiser and make it easy for families to get involved.

What's included:

- Editable poster template (ready to print or share online)
- Social media tiles (Facebook and Instagram)
- Email/newsletter copy you can drop straight into your school or club updates
- Order form template for collecting names and payments

Brand kit access:

To keep everything looking professional, we also provide So Sweet logos, colours, and basic brand guidelines. This makes sure your fundraiser looks polished and consistent while saving you time.



Success tips for a great fundraiser

Every group runs a little differently, but after working with schools, clubs, and charities across New Zealand we've noticed some simple approaches that really help a So Sweet fundraiser succeed:



Lead with flavour and freshness

Southland's cool frosts make our carrots, parsnips, and potatoes naturally sweeter. When people hear it's produce they'll actually use, the boxes almost sell themselves.



Highlight the value

Each box offers better value than the supermarket. It's a fundraiser built around everyday food, not extras people don't need.



Use the ready-made tools

We provide posters, social media tiles, and newsletter copy. Groups that use these consistently see stronger sales with less effort.



Be clear on the purpose

Whether it's new uniforms, equipment, a community project, or club travel costs, make sure people know what their support is helping to achieve.



Show your appreciation

A thank you at pick-up, or a quick post to supporters, makes a real difference. It helps people feel good about backing your fundraiser and makes them more likely to support you again.

What fundraising groups say

"We chose So Sweet for our fundraiser because it's locally grown and an amazing product that our families already use, not something they have to buy just to support the fundraiser. Every year the vegetables are so fresh and last really well. I've been working with So Sweet for several years now, and it's always a pleasure. Everything is well communicated, quick, and there have never been any issues with orders. Great product, great value, and great returns for our group."

— *Bex Shaw, Takitimu Primary & Drummond Kindy*

"We chose So Sweet because it's a healthy option that aligns with our team values around making good choices. The profit margin is one of the best we've seen, which really helps support our marchers. We've run this fundraiser on and off for six years and have never had a single complaint about the vegetables."

The So Sweet team is fantastic to work with, always prompt and easy to communicate with. As busy working parents, we really appreciate how flexible they are with timelines and how smooth the collection and drop-offs are.

— *Sheree Hall, Phoenix Marching*



Next steps

We'd love to help your school, club, or community group raise money with So Sweet Fundraising Boxes.

Here's what to do next:

1. Register your fundraiser online

Complete our quick enquiry form at sosweet.co.nz/fundraising

2. We contact you and confirm dates

Our team will be in touch to confirm your pre-sale window and delivery date.

3. Receive your organiser kit

We send your pack with timelines, templates, posters, and tips.

4. Start promoting your pre-sale

Share your link and materials with families and supporters.

5. Submit your order online

When pre-sales close, place your group's final order through the So Sweet website. Orders are packed fresh and scheduled for your confirmed delivery date once payment has been received in full.

Ready to raise funds with healthy, Southland-grown vegetables?

Register today at:

sosweet.co.nz/fundraising



Contact us

We're here to make fundraising easy. If you have questions at any stage, or if you are ready to book your fundraiser, our team is only a call or email away.

Whether you are just exploring options or already set to go, we will guide you through every step, from planning to promotion to delivery.

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Email hello@sosweet.co.nz

Website sosweet.co.nz/fundraising

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New Zealand

Book your fundraiser today and let's grow something good together.

