



Fundraising *Kit*

SoSweet

Contents

1 Welcome to So Sweet Fundraising

A warm introduction to who we are and why fundraising with So Sweet is different.

2 How the Fundraiser Works

A simple step-by-step guide from registration to distribution.

3 What's in the Fundraising Box

Seasonal examples, selling points, and value highlights.

How Much Can You Raise?

Profit explained, with clear per-box and group examples.

4 Frequently Asked Questions

Practical answers to the questions groups often ask.

Promotional Support

Posters, social media tiles, order forms, and brand kit access.

5 Success Tips for a Great Fundraiser

Tried-and-true ideas to help you boost sales and engagement.

What Fundraising Groups Say

Testimonials and feedback from schools and clubs.

6 Next Steps

How to book your fundraiser and get started.

Contact Us

Easy ways to get in touch with the So Sweet team.



Welcome to So Sweet fundraising

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



So Sweet Fundraising Boxes are a simple way to raise money while giving families fresh, quality vegetables they'll actually use.

Our family has been growing vegetables in Southland for five generations. The cool climate and winter frosts help create the naturally sweet flavour we're known for, and every box is packed with produce we're proud to share.

Each fundraising box sells for \$30, with \$9 from every box going back to your school, club or community group.

Healthy, practical and easy to organise, we'll support you every 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, email us your final order. Choose to pay online or by invoice, and we'll pack your boxes fresh from the farm, ready for delivery or collection.

5

Collect and distribute

We deliver free of charge to major depots across New Zealand for orders of 50 boxes or more, a target most groups easily reach.

Groups collecting directly from So Sweet have no minimum order.

If you would like your boxes delivered from the depot to your door, this can be arranged for an additional \$5 per box.



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):

Each 5kg box contains four seasonal vegetable varieties.

Example contents:

- Carrots, bunched or bagged
- Potatoes
- Parsnips
- Onions

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?

Fundraising that adds up. Each box sells for \$30, with \$9 from every sale going directly back to your group.

The example below is based on the \$30 box option:

Sell 50 boxes → raise \$450
Sell 100 boxes → raise \$900
Sell 200 boxes → raise \$1,800

Tip for organisers:

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



Frequently asked questions

What if we don't sell enough boxes?

The 50-box minimum only applies to groups using our free depot delivery service. If you're short of the minimum, we can extend your fundraising period to give you more time to reach your target. Most groups comfortably sell more than 50 boxes.

There is no minimum order when collecting directly from So Sweet.

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?

You can collect your boxes directly from So Sweet in Southland, or we'll deliver free of charge to a major depot near you for orders of 50 boxes or more. For an additional \$5 per box, we can arrange delivery from the depot directly to your door.

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.

Do we need to book ahead?

No, you can get started straight away. Just let us know when you plan to begin so we can note your start date and make sure you receive the right information and support throughout your fundraiser.

What support will we get from So Sweet?

You'll receive an Organiser Kit with everything you need to promote and run your fundraiser. We'll keep in touch throughout and are always on hand if you have any questions.

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)
- Order form template for collecting names and payments



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 vegetables 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, email us your final order. We'll confirm payment and prepare your boxes for delivery or collection. Orders are dispatched once payment is 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.

Phone +64 27 324 9067

Email hello@sosweet.co.nz

Website sosweet.co.nz/fundraising

Head Office and Packhouse

259 Grove Bush, Woodlands Road
Invercargill 9872
New Zealand

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

