

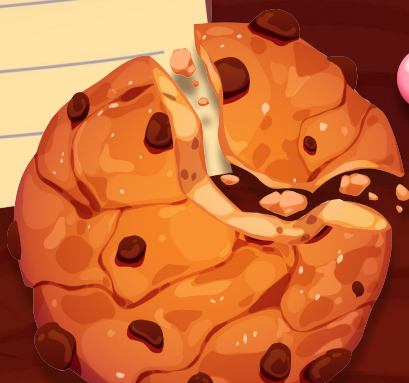


Smile  
Cookie®



# 100+ Women Who Care SGT

Tim Hortons Smile  
Cookie Campaign-  
Volunteer Training



# CAMPAIGN INFORMATION

- We have been chosen as the recipient of funds from the Smile Cookies Campaign - Wasaga Beach restaurants
- Cookies sell for \$2.00 and Plushies sell for \$5.00 with \$2.00 from the sale of every plushie going to our group
- 100% of proceeds from cookies sold during the 7-day campaign will be directed to us



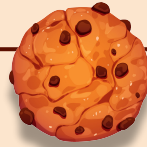
*Thank you for volunteering!!!!*

# CAMPAIGN DURATION



## **Sunday, April 26h Setup & Cookie Decorating Begins!**

Set up at 3 Wasaga Beach locations - cookie decorating begins!  
Balloons, posters and promotional material



## **Monday, April 27th Smile Cookie Campaign Begins!**

Volunteers assist with cookie decorating, inside and outside ambassadors and bulk orders



## **Sunday, May 3rd Campaign Ends!**

Ambassadors help with final day of sales  
Take down and clean up

# THANK YOU FOR VOLUNTEERING!

Volunteering positions include:

- Cookie decorators
- Drive-thru ambassadors
- Inside ambassadors

Roles and responsibilities are described on the following three slides





# COOKIE DECORATOR

- Role: working with another volunteer to draw eyes and a smile on cookies
- Plan to arrive 10 minutes early & wear comfortable shoes and clothing
- An apron, hairnet, and gloves will be provided for use during your shift
- Tim Hortons staff will provide the cookies, the icing & guidance on how to decorate
- Precision is important- the cookies must look great!



# DRIVE-THRU AMBASSADOR

- Role: Encourage Smile Cookie sales and invite drive-thru customers to donate spare change (collection buckets will be provided and must be turned in to cashiers at the end of each shift)
- Plan to arrive 10 minutes early - this is an outdoor role - please wear weather appropriate clothing
- You will be provided with an apron for use during your shift



# INDOOR AMBASSADOR

- Role: Encourage Smile Cookie sales to walk-in customers and increase awareness of 100+ Women Who Care SGT at our information table
- You will be provided with an apron to use during your shift and 100 Women business cards to distribute
- Plan to arrive 10 minutes before your shift & wear comfortable clothing/shoes
- These roles will largely be covered by members of our Steering Committee

# Campaign Day Captains



**During the campaign, members of the Steering Committee will be onsite at either the Mosley Street or River Road restaurants acting as Day Captains to answer any questions and provide support to our volunteers during the day**

**Day Captains will be capturing pictures of the campaign including cookie decorating and our inside and drive-thru ambassadors**

**\*\* if you do NOT want your picture posted on social media please let us know in advance OR let your Day Captain know during your volunteer shift**

**When you arrive for your shift there will be a box of volunteer material that will include the Day Captain schedule as well as their contact info- if they happen to be working at the other location and you need to speak with them you can reach them by text or by calling them using the contact info sheet**

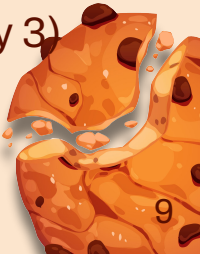


# QUESTIONS???

**BEFORE APRIL 26**, please contact Pamela at [pamela.campbell@sympatico.ca](mailto:pamela.campbell@sympatico.ca) or at **647-330-8156** with any questions about your shift, about the campaign or to advise of a shift change

**THROUGHOUT THE CAMPAIGN** ( from April 26 to May 3), please contact Pamela at [pamela.campbell@sympatico.ca](mailto:pamela.campbell@sympatico.ca) or at **647-330-8156** with any general questions about your shift or about the campaign or if you need to make any last minute changes to your shift

**IF YOU CAN'T REACH PAMELA DURING THE CAMPAIGN** ( from April 26 to May 3) and your matter is urgent, please contact **Rosemary** at **705-994-4517**





## **MAY 27TH MEETING**

**Tim Hortons will be attending our regular May 27th meeting and presenting us with a cheque for our Smile Cookie proceeds as well as providing cookies for our meeting- please plan to attend and celebrate with us! Stay tuned for more information about how we will be supporting charities serving Wasaga Beach.**

***Thank you for volunteering!!!!***

# 100+ Women Who Care SGT- who are we?

We are a **fully volunteer run organization** of approximately **250 women** who **meet four times per year** to learn about and financially **support charities that serve the areas of Wasaga Beach to Meaford and everywhere in between.**

At each meeting (held in person and also on zoom), members hear from three member nominated charities about who they are and what their needs are. We vote at the meetings and a winner is announced. Immediately following each meeting each member donates \$100 to the selected charity.

Together we **support four charities per year** at an annual **cost of \$400 total per member.** That's \$100,000 per year of impact. **Since we began in 2017 over \$650,000 has been donated** in South Georgian Triangle through our combined efforts.

Our goals are simple: **EDUCATE. IMPACT. BUILD.**

***Thank you for helping us achieve our goals!!!!***