

Stale Donuts

A Tale of Low Sales

Daphne sat in front of a large grocery store at the cute little table she'd spent hours decorating. With a look of amazement in her eyes, she laments, "My, oh my, why are my donuts sales so bad?"

"I've been sitting here for *two* hours. I even let people sample my donuts, but still no sales," Daphne says with bewilderment. "The other kids are selling their candy and things. Why not me?" she wonders.

Daphne thought and thought about what might be wrong. "Okay, I got the donuts four days ago for my club fundraising event. But with cheerleading and soccer practice, I've been super busy and haven't had much time to sell them yet," Daphne sighs. "And my money is due in tomorrow!"

At that very moment SmartSamantha passes by, overhearing Daphne's words—words that set off her business alarm. Sammy just happened to be shopping at EataLot where Daphne's little donut table sits among a group of tables sponsored and chaperoned by fundraising groups.

The message comes through loud and clear as SmartSamantha's trained eye observes Daphne's inability to sell her stale donuts. She concludes that there are simply too many days-old donuts in Daphne's donut inventory.

Let a donut sit around too long and it becomes very hard—and hard to sell. "Stale" donuts equal "No Sale" donuts.

That's how it is with many things. Companies make some super cool products, but don't always get them to the store or to market quickly or effectively. And we all know that what's cool now may not be so cool later.

Or in this case, the donuts were soft, warm and yummy when they came out of the big oven. But as they continue to sit on Daphne's little table, they're quickly becoming harder to sell. After all, who wants to eat a stale donut?

So if you don't want to be like Daphne with tons of stale donuts—and no fundraising sales, start selling your donuts or wrapping paper or whatever right away. This way, you can meet your goal and, best of all, donate lots of dough to your charity or club.