



**Thank you for your interest in Celebrating Home Fundraising for your next fundraiser**

Celebrating Home (Formerly known as Home Interiors and Home & Garden Party) is proud to offer your organization a rewarding fundraising program offering the finest selection of products. **Fundraising with Celebrating Home is Simple, Fun, and Easy!**

**Top Ten Reasons for Choosing Celebrating Home Fundraising**

1. Sell the **finest quality, earth friendly soy-blend candles** made in the USA. Our candles are priced-right, high in demand, and will be appreciated by your customers. Our exclusive candles and food mixes are proudly made at our own facility in the USA!
2. Earn a **generous profit\* up to 50%** with our candle brochures, 40% with our cookie dough brochure. Non tax exempt groups can opt to collect additional monies for tax.
3. We offer a **choice of 3 brochures:** 1) All Inclusive brochure offering candles, accessories, gift wrap/gift bags, and detachable page with food mixes. 2) Classic Home Candle brochure offering our 10 oz classic home candles. 3) Homestyle Cookie Dough Brochure
4. We offer **two selling seasons** - Fall/Winter and Spring/Summer with seasonal candle scents and accessories.
5. Fast Shipping by FedEx allows your organization to maximize your selling opportunities and to promote our program for Easter, Mother's Day, and end of the school year fundraisers! Our Spring/Summer 2012 program extends through Aug 31<sup>st</sup>.
6. **Online Fundraising** can be utilized in addition to your brochure sales to maximize your profits. You can easily customize your home page with a photo or logo, choose your colors, add in a personalized message, and share a shopping link through email, Facebook, Twitter, newsletters, school websites, etc. Products are shipped directly to your customers. Online sales can extend up to 90 days.
7. Optional **Youth Prize Program** is available to increase sales. Brochures are free, a nominal fee is charged for prizes ordered, and your organization can choose to promote the program as a "Pick a Prize" or as an accumulative program.
8. We take great pride in offering products that are consistently in stock, providing free delivery on qualified orders, and consistently delivering our products within 9 business days once an order has been processed.
9. Fundraising with Celebrating Home is **EASY!** There are absolutely **no start-up fees!** You'll receive your brochures in just 2-3 days, there are **no minimums** to place an order, and we provide extended evening and weekend office hours and so much more!
10. Standard **Shipping charges are free** with your purchase of \$990 or more in products. (Approx 160 candles or 120 cookie dough tubs. That's a group of 16 participants selling just 10 items each, for example) Orders less than \$990 will add 12% shipping on only your purchase price (not your customer sales), up to a maximum of \$50 shipping. **Presorting** by seller is optional for a minimal charge of 25 cents per item. All products are boxed and labeled with each seller's name (and teacher when applicable) to simplify your distribution! You can choose your shipping option at the conclusion of your Fundraiser. Products are shipped by FedEx.

**Bonus for Spring 2012!** Conclude your fundraiser by May 31<sup>st</sup> and any order with cookie dough will include free presorting, including free presorting for our candle brochures products when combined with cookie dough!

**Easy to sell**, our candles are truly the finest quality, are lead free, and will bring loyal supporters back year after year! We take pride in offering candles that are often considered by our customers to be "the best candles they have ever burned." Everyone loves candles, making our program the perfect choice! Offering 60 lb gift wrap, the highest quality in the fundraising industry, combined with our beautifully embellished gift bags your customers will be very pleased with their purchase. Our Food Mixes add variety with **no refrigeration/freezer required**. Distribution is easy and hassle free! Call us to learn more about the benefits of Online Fundraising!

**Spring/Summer 2012 Pricing and Profit Options**

| Candle Brochures Customer Retail Price Per Item    | \$11.00 | \$12.00 | \$13.00 | \$15.00 | \$16.00 | \$18.00 | \$20.00 | \$25.00 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>Organization Cost with 200+ Items Sold</b>      | \$5.50  | \$6.00  | \$6.50  | \$7.50  | \$8.00  | \$9.00  | \$10.00 | \$12.50 |
| <b>50% Organization Profit</b>                     | \$5.50  | \$6.00  | \$6.50  | \$7.50  | \$8.00  | \$9.00  | \$10.00 | \$12.50 |
| <b>Organization Cost with up to 199 Items Sold</b> | \$6.05  | \$6.60  | \$7.15  | \$8.25  | \$8.80  | \$9.90  | \$11.00 | \$13.75 |
| <b>45% Organization Profit</b>                     | \$4.95  | \$5.40  | \$5.85  | \$6.75  | \$7.20  | \$8.10  | \$9.00  | \$11.25 |

|                               |                              |                                  |  |
|-------------------------------|------------------------------|----------------------------------|--|
| <b>Homestyle Cookie Dough</b> | <b>Retail Price: \$15.00</b> | <b>Organization Cost: \$9.00</b> | <b>40% Organization Profit: \$6.00</b> |
|-------------------------------|------------------------------|----------------------------------|--|

\* Prices and profits are based upon tax exempt organizations. Celebrating Home will collect tax local and state taxes for organizations not exempt. Tax will only be added to the organization's cost per item, not the selling prices charged to your customers. Food items are exempt from state tax in most states. Visit our website for tax exemption requirements for your state. Non tax exempt organizations have the option to collect an additional 50 cents or \$1.00 per item sold.

**High Profit Percentage for your Organization – Based upon a \$5.50 Profit per Jar Candle**

| Number of Sellers each selling just 10 items | Number of Items Sold | Average Profit  |
|--|----------------------|-----------------|
| <b>10</b>                                    | <b>100</b>           | <b>\$550</b>    |
| <b>25</b>                                    | <b>250</b>           | <b>\$1,375</b>  |
| <b>50</b>                                    | <b>500</b>           | <b>\$2,750</b>  |
| <b>100</b>                                   | <b>1,000</b>         | <b>\$5,500</b>  |
| <b>200</b>                                   | <b>2,000</b>         | <b>\$11,000</b> |

## How does the program work?

- ~ Choose the brochure you want to offer your supporters (All- Inclusive Brochure, Classic Jar Brochure, or Cookie Dough Brochure)
- ~ Your organization can combine our Cookie Dough Brochure with one of our Candle Brochures to offer more variety and brochure sales can be combined to qualify for free shipping.
- ~ Review the terms of the enclosed Sales Agreement, complete, and fax, scan, or mail to our office.
- ~ There's no need to wait to receive brochures! Our office is prepared to ship USPS Priority Mail today the materials you'll need to get started. You'll receive a confirmation email from the USPS and you'll receive your shipment within just 2-3 days. We'll also send an email from our office including a sample cover letter you can modify for your organization.
- ~ Please let us know if you'd like to offer online fundraising and your webpage can be set up in just a few simple steps.
- ~ Along with your brochures you'll receive a Fundraising Guidelines packet with step by step instructions, a Master Order Form for submitting the total number of each item sold, and a Check-In Form for you to use when receiving your delivery.
- ~ If your organization is tax exempt please contact our office to review the requirements for tax exemption and fax your certificate to us at 410-630-7080. Our office is very experienced in processing tax exemption requirements for each state and we're ready to assist you. Your tax exemption certificate is not required in advance of receiving your brochures but we encourage you to secure the correct document in order for our tax department to verify your tax exemption status.
- ~ If your organization is not tax exempt you can opt to collect additional money to cover the tax. (Should you collect \$1.00 per item, for example, we will collect the tax due on the purchase and you will retain any additional monies collected.)
- ~ Distribute your brochures to your sellers and determine how long you will continue your sales. (Most organizations sell for 2-3 weeks) Customer checks, if accepted, are made payable to your organization.
- ~ At the conclusion of your selling period collect all brochures and payments from your sellers. There are no minimums for submitting an order. Complete a Master Order Form listing the shipping address and total number of each item sold. Fax, email, or phone in the totals and we will email an invoice to you with the total amount due. You'll keep your brochures and profit and and only remit payment for your purchase, and any applicable charges that may be due for tax, shipping, etc. If you are with a school that requires payment following delivery please inform us when you submit your sales agreement to discuss the acceptance of a Purchase Order.
- ~ Shipping is generally free and is determined upon the volume of sales. When your purchase is \$990 or greater shipping is free. (That's approximately 160 candles or 120 cookie dough tubs. That's 12-16 participants, for example, selling just 10 items each!) With a purchase less than \$990 12% shipping is added to your purchase price only (not your customer sales). The max fee for shipping will be \$50.00.
- ~ Once we have received payment (business check, school check, cashier's check, or money order) you'll receive confirmation and your order will be submitted to our shipping department. We have one distribution center from which all orders are processed and are shipped to you by FedEx. You are welcome to call our office anytime for shipping updates and estimated delivery date(s). Once your order has been submitted you can generally expect to receive your shipment well within 9 business days. Late orders are accepted.
- ~ Receipts and W-9 forms are provided as needed.
- ~ Rarely are there any missing or broken items with our shipments. However, should any corrections be required you simply return a provided form and we will process a new order for the replacements to be shipped.
- ~ We'll provide coaching to help your campaign be successful, extended office hours Mon-Sat 9am-7pm EST, and a solid commitment to process your order and needed replacements with no delay. When you need help we'll be available to assist you!

## Shipping Options - You choose the shipping option that's right for your organization

**Standard Order** - Products are shipped to one location and are sorted and distributed by your organization. Bags are provided to assist with distribution. There are no minimums required.

**Pre-Sorted by Seller** – are shipped to one location – Especially ideal for schools and larger sized organizations Celebrating Home can ship your fundraising products boxed presorted by seller, labeled with the seller's name, and teacher when applicable. The handling fee per item is just 25 cents. Note: For Spring 2012 only, orders with cookie dough, or cookie dough combined with candle sales will receive free presorting. An excel spreadsheet will be provided to you for submitting your orders. Presorting will make distribution of your products easy and a fundraising experience you'll find to be very positive and rewarding. There are no minimums required.

Brochures are provided complimentary with a minimum number of items sold. A min average of just 1 item equaling the total number of brochures requested is required to receive free brochures. A fee of 25 cents per brochure will be charged for the shortage if the minimum is not met to compensate for partial cost of providing the brochures to your organization. For example, if 175 brochures are requested and a total of 175 or more items are sold brochures are free. If only 125 items are sold an organization will be charged for 50 brochures at 25 cents each for a total of \$12.50. Rarely are brochure fees required. In the example above it would only require about 35 participants selling 5 items each for the organization to qualify for free brochures.

## Why choose to work with Fundraising Representative Deb Goodridge?

If you're looking for an experienced and proven fundraising representative look no further! In my 10<sup>th</sup> year working as a full time fundraising rep I take pride in having worked with thousands of organizations across the US. I work exclusively with Celebrating Home, concentrate solely on our fundraising division, and currently hold the record for highest fundraising sales in company history. My commitment is to provide you with the best experience possible in anticipation of working together for years to come. I've been instrumental in working directly with our corporate office in product and brochure development, expanding our product line, initiating and assisting in the development of our youth prize program, online fundraising, presorted shipping, training, and much more. I've served on the Celebrating Home Advisory Council since its inception. I'm confident you'll be pleased with our program and your supporters will be too! Simply complete the enclosed Sales Agreement and return it by fax or postal mail. Your brochures will be sent by USPS priority and you can begin your fundraiser in just 3-4 days. You can depend on receiving excellent customer service and I look forward to working with you!

**For more information please visit [www.FundraisingWithCandleFundraisers.com](http://www.FundraisingWithCandleFundraisers.com)**

**Deb Goodridge, National Fundraising Specialist**

**Ready to get started? Fax your Sales Agreement today! Fax: 410-630-7080**

**Mailing Address: 9 Candlewood Lane, Granby CT 06035**

**Questions? Email: [debgoodridge@yahoo.com](mailto:debgoodridge@yahoo.com) Call us! Phone: 860-413-9221 or 888-209-0613**