Welcome to PartyLite Fundraising!

PartyLite Fundraising is an excellent way to:
- Introduce new people to PartyLite
- Generate Leads
- Increase opportunities for future business
- Increase your profile in your community

With the PartyLite Fundraising Programme, you’ll have the opportunity to partner with community organizations to help them achieve their goals while meeting lots of new people at the same time. This training guide will assist you in developing a successful fundraising business as you’ll discover the whys and hows of fundraising, including an easy step-by-step approach.

Who needs Fundraising?
Any organization trying to raise funds to support a goal needs fundraising. Schools may need funds for a trip or equipment, a hockey team may need money to travel to a regional competition, or a community group needs to raise funds for a scholarship. If you think about it, the opportunity to reach out to new people is enormous! So take a minute and jot down all the organizations you know that might be interested in having a PartyLite fundraiser to support their efforts; we have included a few ideas to get you started:

- Schools
- Sports Teams
- Community Outreach Programs
- Hospitals
- Boy/Girl Scouts
- Service clubs
- Scholarship Funds
- Medical research

When is the best time to do a fundraiser?
Anytime! The timing of a fundraiser is based on an organization’s goals, needs and timetable. Just like PartyLite Shows, fundraising is a year-round activity!

Why PartyLite Fundraising?
Fundraising creates a mutually beneficial relationship between you and the organizations you are servicing. You both benefit and here’s how:

<table>
<thead>
<tr>
<th>Consultant Benefits</th>
<th>Organization Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Leads = New Business = More Income</td>
<td>35% Profit</td>
</tr>
<tr>
<td>- New Customers</td>
<td>- Based on Total Sales</td>
</tr>
<tr>
<td>- New Hostesses/Hosts</td>
<td></td>
</tr>
<tr>
<td>- New Consultants</td>
<td></td>
</tr>
<tr>
<td>Networking Opportunities</td>
<td>Simple Delivery</td>
</tr>
<tr>
<td>- Meeting different people outside of a Show</td>
<td>- Orders shipped directly to individual sellers</td>
</tr>
<tr>
<td>- New circle of potential Customers</td>
<td>- Easy distribution - no sorting, storing or distribution for the organization (or you)</td>
</tr>
<tr>
<td>- Great way to advertise your business</td>
<td>- Individual follow-up and Customer service provided</td>
</tr>
<tr>
<td>- Potential repeat business</td>
<td></td>
</tr>
<tr>
<td>Increased Income and Rewards</td>
<td>High Quality Products</td>
</tr>
<tr>
<td>- 65% of all Sales generated are considered Compensatable Sales. Consultants earn 10% Income on these Compensatable Sales plus an extra 7% when you qualify for Bonus. Leaders receive compensation of 17% (10% plus 7% Leader Income Awards), plus another 6% when you qualify for Bonus.</td>
<td>- Presented from a reputable company in the candle business for 17+ years in Canada</td>
</tr>
<tr>
<td>- Affordable prices</td>
<td></td>
</tr>
<tr>
<td>- Broad appeal</td>
<td></td>
</tr>
<tr>
<td>- Make great and easy gifts</td>
<td></td>
</tr>
</tbody>
</table>
And You Both Make Money!

Take a look at these two examples...
You will receive 10% compensation (based on Compensatable sales). Compensatable sales are 65% of the total sales generated from the fundraiser, less sales tax.

<table>
<thead>
<tr>
<th>Example 1:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>100 sellers each sell $50 in product:</td>
<td>$5,000 sales</td>
</tr>
<tr>
<td>Organization profit:</td>
<td>$1,750 profit</td>
</tr>
<tr>
<td>Consultant Compensatable sales:</td>
<td>$3,250</td>
</tr>
<tr>
<td>Consultants: Compensation at 10%</td>
<td>$325 (+ $227.50 when you achieve Bonus)</td>
</tr>
<tr>
<td>Leaders: Compensation at 10% + 7%</td>
<td>$552.50 (+ $195.00 when you achieve Bonus)</td>
</tr>
<tr>
<td>PLUS you have more than 100 new contacts to follow up with for future business!</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example 2:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50 sellers each sell $50 in product:</td>
<td>$2,500 sales</td>
</tr>
<tr>
<td>Organization profit:</td>
<td>$875 profit</td>
</tr>
<tr>
<td>Consultant Compensatable sales:</td>
<td>$1,625</td>
</tr>
<tr>
<td>Consultants: Compensation at 10%</td>
<td>$162.50 (+ $113.75 when you achieve Bonus)</td>
</tr>
<tr>
<td>Leaders: Compensation at 10% + 7%</td>
<td>$276.25 (+ $97.50 when you achieve Bonus)</td>
</tr>
<tr>
<td>PLUS you have more than 50 new contacts to follow up with for future business!</td>
<td></td>
</tr>
</tbody>
</table>

How Does the Programme Work?

It’s Simple!

1. You share the programme.
2. You order supplies/literature.
3. The sellers take orders, collect payment and remit to the organization.
4. You collect and submit the order.
5. Products are delivered to the individual sellers for distribution.

1. Share the Programme

The best place to advertise your new fundraising business is at your Shows because many of your Guests/Hostesses may already be involved in fundraising activities or organizations that can benefit from fundraising. Here are some suggestions:

- **Find out who is involved in fundraising.** At the order table, ask who has participated in any kind of fundraising. Make sure to praise their efforts, then tell them about the PartyLite Fundraising Programme.

- **Ask for referrals.** Most people know someone involved with fundraising for a worthy cause. (You may want to thank those who provide referrals with a referral gift.)

- **Display materials.** Be sure to bring fundraising literature to every Show and display it along with sample fundraising products.
2. Order Your Fundraiser Supplies

PartyLite has created professional tools to help you present this new programme:

- Product Brochure / Order Form
- Collection Envelopes
- Sales Brochure
- Show Display Tent Card (advertises the fundraising programme to Guests at your Shows)
- Fundraiser Checklist
- Sample Letter of Introduction - downloadable, so it can be personalized
- Thank you notes

3. Take Orders (Sellers)

Once you partner with an organization, each volunteer or seller will collect orders and payment using a Product Brochure/Order Form. Review the collection envelope to become familiar with the selling tips/information.

- All orders must be paid in full via cash or cheque made payable to the organization when the order is placed.
- The price of the product includes shipping & handling. You must collect sales tax in applicable provinces. Refer to the chart found on the Product Brochure/Order Form for tax amounts applicable in each province.
- If a Customer requests a receipt, provide them with the regular Customer Order Form.
- The Product Brochure/Order Form is a two-part form:
  - **Seller Copy:** So they have a record of each person’s order for delivery purposes
  - **Consultant Copy:** So you have a record to enter the orders online and for follow-up as leads
- Customers can also sign up to receive Candle Connection. This is a great way to generate new Customers, Hostesses and Consultants!

4. Collect and Submit Orders

- Once the selling period is over (typically two weeks), sellers turn in Product Brochure/Order Forms to the organization, along with payments.
- The organization deposits all cheques/cash and gives you both copies of the Product Brochure/Order Forms.
- You verify/enter all orders (by individual sellers).
- Print Fundraiser Summary to provide to the Organization, displaying amount due to PartyLite (Fundraiser Total Due).
- Return one set of copies of Product Brochure/Order Forms.
- Provide the Organization with Thank You Notes you have stamped with your contact information, to distribute to sellers to use as they deliver products.
- Obtain final payment from the organization (payable to you in the suggested form of a cheque or money order).
- The organization retains the balance. THIS IS THEIR PROFIT!
- Submit the order (the amount due will be electronically deducted from your bank account).
- Orders are shipped directly to each seller - or in the case of students, a responsible adult - for distribution to their Customers.
How Do I Get Started?
Seven Steps to a Successful Fundraiser

Step 1: Create a List

Prospecting for potential organizations is just like prospecting for Hostesses/Hosts. Start by creating a list of all the organizations, clubs and groups you know. Make sure to include schools, bands, athletic teams, academic clubs, church groups, community groups… you can think of many more!

Tip: Read your local newspapers regularly to learn about local organizations and their fundraising efforts. Add them to your list.

The ABCs of Fundraising

Once you have created your master list, who do you contact first? Prioritize your large list of names by making three separate lists and label each A, B and C:

- **A** - Organizations for which you have a contact name
- **B** - Organizations you're personally familiar with
- **C** – Organizations you may not know well, but you believe would benefit from a PartyLite Fundraiser

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

First call all the As, then Bs, then Cs. Remember, everyone on your list is a potential yes!
Step 2: Contact and Connect

You made and prioritized your list, and now it’s time to contact the right people.

**Identify the chairperson:** Start by identifying the chairperson or “decision maker” of the organization and begin to build a relationship. If you do not know the chairperson, check out the organization’s Web site or call the organization and ask for the best person to speak with regarding fundraising.

**Different Ways to Connect with Contacts:**

1. **Make a personal phone call.**
   - Be friendly and professional.
   - Introduce yourself and your business.
   - Ask if their organization uses fundraising.
   - If yes, find out if they would be interested in learning about a fun, simple, profitable new programme now available through PartyLite.
   - Share the key benefits: 35% profit, quality products, no up-front costs, no sorting or storing, personalized service.
   - Set an appointment to present the programme to the organization.

2. **Send a letter of introduction.**
   - Refer to the sample letter for guidance.
   - Include fundraising marketing materials (i.e. *Sales brochure* and *Product Brochure/Order Form*).
   - If you mail the materials, make sure to address the label to the chairperson/decision maker.
   - If you drop it off, you may want to include a tealight and your business card.

3. **Visit the Organization.**
   - Take plenty of marketing materials, like a *Fundraising Sales Brochure, Product Brochure/Order Form, Catalogue* and *Quality Guide*.

**Follow-up:** Within 10 days of initial contact

- Call and speak with the chairperson/decision maker.
- Find out if he/she has had an opportunity to review the information you provided. Briefly share the benefits of the PartyLite Fundraising Programme and why it’s such a good match for their organization. If you have a personal connection to the organization or cause, share why it’s important to you to help the organization.
- Ask for the opportunity to create a fundraising plan specifically for their organization.
- Schedule a time to present to the decision maker and/or committee (if applicable).
Step 3: Present the Programme

Presenting the PartyLite Fundraiser Programme to a group of decision makers is a wonderful opportunity to bring the programme to life and share your passion for your PartyLite business and the cause the organization supports. To assist you, we’ve created a short PowerPoint presentation that can be downloaded from the Learning Centre. (Note: This will be available soon.) You’ll also want to share the following materials:

- Sales brochure
- Product Brochure/Order Form
- Samples of products
- Letter of Introduction
- Collection envelope (includes selling tips)
- Successful Fundraiser Checklist (for you to use with the organization)
- Thank You Notes (for sellers to use when delivering products)

Step 4: Kick-off

Congratulations! The organization has agreed to hold a PartyLite Fundraiser! The next step is to schedule and conduct an official kick-off of the program with key contacts, committee members and volunteers (students, etc.).

Items to Discuss:

- Overall goal of the fundraiser
- Start and end dates for the fundraiser
- How to use Order Forms and Collection Envelopes
- Review the Successful Fundraiser Checklist
- Reinforce your commitment
- Review responsibilities

<table>
<thead>
<tr>
<th>Consultant’s Responsibilities</th>
<th>Organization’s Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Supply all Product Brochures/Order Forms and Collection Envelopes</td>
<td>• Select fundraiser dates (typically over a two-week period)</td>
</tr>
<tr>
<td>• Maintain contact throughout selling period</td>
<td>• Distribute Product Brochures/Order Forms and Collection Envelopes to sellers</td>
</tr>
<tr>
<td>• Collect Customer Product Brochure/Order Forms</td>
<td>• Collect Order Forms with payments and submit to PartyLite Consultant</td>
</tr>
<tr>
<td>• Calculate order total (including tax)</td>
<td>• Deposit payments in organization’s account</td>
</tr>
<tr>
<td>• Enter/submit orders to PartyLite</td>
<td></td>
</tr>
<tr>
<td>• Return one set of copies of Product Brochure/Order Forms with Thank You Notes for sellers to use when delivering products</td>
<td></td>
</tr>
</tbody>
</table>
Step 5: Check In

Once the fundraiser has started, check in with your contact:

1. Make sure everything is going smoothly.
2. Ask if they need more supplies or have any questions.

To Do: Refer to the Successful Fundraiser Checklist to learn when and how to follow up.

Step 6: Order the Product

Before you can order the product, you must collect all the orders. Follow this timeline:

One day after the fundraiser ends: Collect *Product Brochure/Order Forms*
Enter Customer orders online

Two to three days later: Return *Product Brochure/Order Forms and Thank You Notes*
Collect payment (calculated on Fundraiser Summary)
Submit Order

Within three to four Weeks: Schedule a date to follow up and review their PartyLite Fundraiser experience

Step 7: Follow-up

Excellent Customer Service = Repeat Business

The biggest benefit of having a fundraiser is the ability to generate lots of new Leads. Thorough follow-up will convert those Leads into future Customers, Hostesses/Hosts and New Consultants!

A. Organization Follow-up

1. Discuss the results with the organization to determine their satisfaction level.
2. Offer suggestions on how to improve, and let them offer you suggestions as well.
3. Schedule a future fundraiser.

B. Individual Seller (responsible adult) Follow-up

Once the orders have shipped, you’ll want to make Customer service follow-up calls to each seller.

Follow these steps:

1. Thank them for helping the organization.
2. Make sure all items and orders were received properly.
3. Share the PartyLite Hostess Programme…Ask for a Booking!
4. Ask if they are interested in learning more about the business opportunity.
5. Offer to add her/him to your *Candle Connection* list and provide the address of your Consultant Website.
6. Ask for referrals for other fundraisers, Hostesses, Consultants and Customers.

See the sample script on the next page.
Seeing is Believing!

An excellent way to follow up with all your sellers and organization contacts is to make a Customer service call to them.

You can use this sample script as a guideline until you are comfortable with what to say:

Customer Service Call Sample Script:

Hi, Mary, this is Sue from PartyLite. I want to thank you for helping (organization name) during their recent PartyLite Fundraiser.

I also want to make sure you received your orders. Did everything arrive as it should have?

(Wait for response)

As part of providing great Customer service, I’d love to ask you a few quick questions. Do you have a minute?

(Wait for response)

If No:

Is there a better time I can call you back, or can I follow up with you by e-mail?

(Wait for response)

If Yes: See responses below.

If No: Mary, thanks again for supporting the fundraiser. If you need to reach me, my information is on your Order Form.

If Yes:

1. Was there anything I could have done differently to make your fundraiser easier?
2. Are you a regular candle user?
3. Is this your first experience with PartyLite?

If Yes: Invite them to go to your Consultant website or visit www.partylite.ca

4. Would you or anyone you know be interested in receiving your candles at no charge or finding out more about having your own PartyLite business?

If Yes: Offer them an opportunity to be a Hostess, meet for a Sponsoring interview or come to a meeting.

If No: I wanted to let you know we offer big savings on candles and accessories every month. Can I drop a current catalogue in the mail to you and add you to my monthly newsletter that e-mails specials to my Customers? You never know when you’ll see something you’ll just have to have.

Mary, thanks again for participating in a PartyLite Fundraiser. If you or anyone you know needs PartyLite products or are interested in an unlimited Income opportunity, don't hesitate to give me a call.