



Profit Structure & Sales Options

Consignment Option

<u>Cards Sold</u>	<u>Profit Realized</u>
Level 1 50 - 499	\$4.00 per card
Level 2 500 - 999	\$4.50 per card
Level 3 1000 +	\$5.00 per card

No upfront payments, you are invoiced for cards sold upon completion of sale

50 card minimum

Unsold cards in perfect condition can be returned - except the 50 minimum

Sale duration is 2 to 3 weeks

Order-takers, collection envelopes, and customized parent letters provided

Individual or group performance incentives available to increase cards sold

See back for more details

Cash & Carry Option

Any Quantity

\$5.00 per card profit

Purchase cards upfront for \$5 each, sell for \$10

20 card initial minimum purchase

Unsold cards cannot be returned

Sale duration is unlimited . . . you can order again and again

Order-takers and collection envelopes provided upon request

Custom cards with your organization's name, logo, or artwork can be purchased with a minimum order of 1,000 cards. Terms are available. Please allow 3 weeks for delivery.

A Word About Pocket Peelers

Pocket Peelers sell for only \$10 and contain 32 mini peel-off coupons for buy-one-get-one free offers and special discounts. Each card has a value of over \$200. The purchaser gets their money back in 1-4 redemptions. Coupons are honored at all participating locations, currently 100% of the merchants featured within the respective counties. Sales of Pocket Peelers are not permitted on the premises of the merchants featured on any cards. Two print runs are published with our fall issue available late August and a spring issue available mid February.

As fundraising coordinator, you'll enjoy the simplicity and effectiveness of Pocket Peelers. We provide parent letters, order-takers, participation slips, envelopes, and tally sheets, collated and ready to distribute. You won't need to worry about melting chocolate, thawing pizza, or semi-trailers pulling up to your driveway. Your job is to simply keep track of cards, money, and order sheets. Unlike bulky coupon books or plastic cards with weak offers, the Pocket Peelers card offers the purchaser exceptional value and convenience. The merchants featured see more redemptions with Pocket Peelers than any other form of coupon advertising.



Options & Incentives For Consignment Sales

Sales Options

Order-Taker Sales Option:

- Sellers are given order-taker and collection envelope
- Orders are generated/money is collected at time of sale
- Collection envelopes are turned in at the conclusion of the sale
- Fundraising coordinator fills collection envelopes with designated Pocket Peeler cards sold
- Sellers redistribute the Pocket Peeler cards to customers
- Recommended sale duration 2 weeks
- Your group is invoiced for the actual number of cards sold (50 card minimum)

Controlled Stock Sales Option:

Works the same as the Order-Taker Sales Option with the following differences:

- Sellers turn in money and receive cards *throughout* the sale
- Contact person/fundraising coordinator has stock on premise

In-Hand Sales Option:

Works the same as the Order-Taker Sales Option with the following differences:

- Sellers are given pre-determined number of Pocket Peelers to sell
- Permission/participation slip recommended

For All Options:

- Pocket Peelers provides collated sales kits for your convenience
- Fundraising coordinator is responsible for balancing all dollars generated with cards sold
- Group retains funds throughout sale and is invoiced for Pocket Peelers portion only at conclusion of sale
- Cards in "like new" condition may be returned at the conclusion of the sale (after 50 minimum)

Prizes & Incentives

Level 1 50 - 499 cards sold

\$4.00 profit per card

- Sell 10 or more cards get 1 FREE Pocket Peelers (One per participant)
- Qualifying elementary schools may opt for a prize program

Level 2 500 - 999 cards sold

\$4.50 profit per card

- Sell 10 or more cards get 1 FREE Pocket Peelers (One per participant)
- Group receives \$100 cash credit on invoice for every 500 cards sold
- Elementary schools may opt for prize program *or* cash credit

Level 3 1000+ cards sold

\$5.00 profit per card

- Sell 10 or more cards get 1 FREE Pocket Peelers (One per participant)
- Group receives \$200 cash credit on invoice for every 1000 cards sold
- Elementary schools may opt for prize program *or* cash credit

Groups have the option to use cash credit as top seller awards. Example: 1500 cards sold earns \$7500 profit plus \$300 incentive money.

We suggest cash prizes are awarded to the top 3 sellers, 1st Place earns \$50, 2nd Place earns \$30, 3rd Place earns \$20 per 500 cards sold.

All-School and Club Fundraisers

For qualifying elementary or middle schools we offer participation incentives for selling 3, 6, 10, 15, and 20 cards. Prizes include radios, sports timers, cameras, plasma lamps, limousine lunch rides, etc. For qualifying clubs or athletic organizations we offer sports camps, tee-shirts, pizza parties, sporting event tickets, etc. Let us design an incentive program for your organization!

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