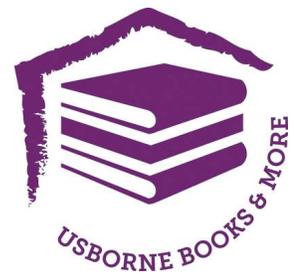


Event Organizer Materials



Cards for a Cause

An Exciting and Generous Fundraising Program

Usborne Books & More proudly offers a unique program with value-for-money greetings cards and a high return to the organization raising funds.

The Cards for a Cause Fundraising Program offers four boxed sets of 30 beautifully embellished cards with matching envelopes.

- **All Occasion Box #1** comes in a charming organizer box with dividers and includes an array of cards to meet most needs from birthdays to new home, and get well to weddings.
- **All Occasion Box #2** comes in a charming organizer box with dividers and includes an array of cards to meet most needs from birthdays to new home, and get well to weddings.
- **Thanks & Blanks Box** is an adorable organizer box full of uniquely handcrafted greeting cards with colored envelopes. This set includes blank cards and thank you cards.
- **Happy Birthday Card Box for Kids** includes a wide range of Happy Birthday cards for kids of all ages, with lots of fun details and colorful envelopes to match. Birthdays are a blast with this box!

Any of these boxes would make a thoughtful gift or provides a beautiful selection of cards to have on hand.

Funds Raised:

Your group earns \$13* per box of cards sold, with no maximum earning potential.

Earning Potential: Sample Group Size: 20 participants.

Every person sold 20 boxes: 400 boxes sold = **\$5,200 raised**

Every person sold 15 boxes: 300 boxes sold = **\$3,900 raised**

Every person sold 10 boxes: 200 boxes sold = **\$2,600 raised**

Every person sold 5 boxes: 100 boxes sold = **\$1,300 raised**

**Please be aware that if your organization is not tax exempt, the amount due for taxes will be deducted from the total amount raised.*

Timeframe:

We have found that keeping your fundraiser open for two weeks works well. You collect the sales flyers/order forms and payment, and your Consultant will order the boxes of cards. You can expect to receive delivery of the cards approximately 2 weeks later. Your group will then deliver the cards to those who purchased them and enjoy the funds earned!



Event Organizer Materials

Cards for a Cause

Fundraiser FAQ

1. How much profit will our group receive?

\$13 per box (minus taxes, if applicable).

2. What is the minimum number of boxes we must sell?

Avery low 15 box order is required to qualify for the full benefits of this program.

3. Do we collect payment at the time cards are ordered?

Yes, payment should be collected at the time of sale.

4. Should we charge tax?

If your organization has a tax exempt number that you would like to apply to this fundraiser please let your consultant have the number and a copy of the documentation. If your organization is not tax-exempt, the amount due for taxes will be deducted from your total amount raised.

5. Who should checks be made payable to?

Please have checks made payable to your organization.

6. What materials are provided?

Your Usborne Books & More Consultant will provide order forms, a flyer/table sign, and a tally sheet. When sales are completed, return the tally sheet to your consultant.

7. Are there any incentives for those who are selling?

Incentives are available through your organization in which you decide or not to provide. Once CFAC has been booked with us we will provide a Dear Parent letter to copy and a How to Generate More Sales flyer for incentive ideas.

Cards for a Cause Fundraiser

Fundraising Agreement

Please complete the following for your Cards for a Cause Fundraiser.

Name of Organization: _____ Phone: _____

Address of Organization: _____ City _____ State _____ Zip _____

Deliver Boxes to: _____ City _____ State _____ Zip _____

Coordinator Name: _____ Email: _____ Phone: _____

of Students Participating _____ *Tax Exempt # _____ (Attach copy of Tax Exemption Form if not faxed earlier)

**Selling Dates: _____ to _____ Turn In Tally Date: _____

(Order Forms could take up to 2 weeks to arrive, schedule selling dates accordingly OR contact us to send a copy of order form via email for you to copy)

*Tax Exempt:

If your organization does not use the tax exempt #, the amount due for taxes will be deducted from the total amount raised.

**Selling Dates:

We have found that keeping your fundraiser open for up to two weeks works well depending on season. You would collect the order forms and payment and your Consultant will order the boxes of cards. You can expect to receive delivery of the boxes approximately within 3-4 weeks, but could arrive sooner. Your group will then deliver the card boxes to those who purchased them or you can set up a pick up time and location, and enjoy the funds earned!

Your CFAC Consultant will provide: Order forms for each participant, sample parent letter, tally sheet and UPS tracking.

Fundraising Coordinator Duties:

1. Completely read through the Event Organizer Material packet.
2. At end of event, add up all the orders and complete the tally sheet.
Minimum 15 box order is required to receive the full benefits.
3. Individual order forms should be kept by you until the product is delivered. Then, they should be returned to the individual fundraiser/participant along with their boxed cards for delivery.
4. Tally form must be submitted to your Usborne Consultant listed below by Turn in Date to avoid delays.
5. Set a pick up date for boxes.

NOTE: Your CFAC order will be submitted within 24-48 hrs. of receiving your faxed/emailed tally sheet.
Checks and Credit Cards are accepted. For faster service credit card payment is recommended.

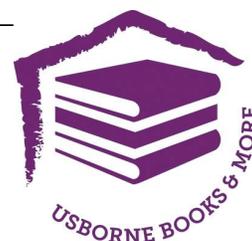
I understand and am in agreement to the written stipulations and responsibilities included in this program agreement. We also understand, product images are provided for our general information and may change without notice due to availability.

Coordinator's Signature _____ Date _____

Fax or email completed form to:

Fax: 707-838-9521: customerservice@Usborne-BooksUSA.com

Grace Delsuc Team Leader 707-953-0860
Usborne Books & More/Cards for a Cause Fundraiser



NOTE: Product images are provided for your general information and may change without notice due to availability.