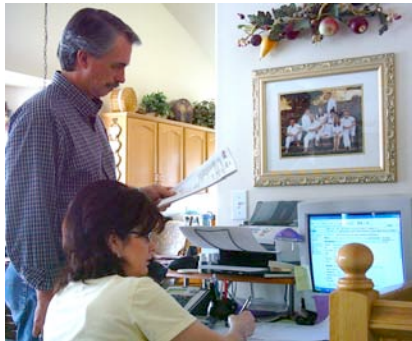




# Distributor Newsletter

## Welcome To ABC Fundraising



ABC Fundraising is the best way to help organizations, clubs, and groups of all types raise money. As a Distributor of ABC Fundraising, you have the opportunity to make a difference in the lives of people in your community. Take charge and take action!

Now that you have joined ABC Fundraising you play a vital role in our team. You have joined a company that has over 11 years of experience in the fundraising business. We have an excellent rating with Better Business Bureau and provide

unparalleled business opportunities.

Our company will keep you informed by the way of many newsletters, which will be filled with information, news, and answers to common questions that relate to you, including things like how to obtain new leads, Q&A sessions, marketing aids, and technological aids. Let us help you!

### **Sales Office:**

9803 N. 4680 W.

Cedar Hills, Utah 84062

Phone: 1-800-261-6017

Fax: 1-323-667-0065

[lanny@abcfundraising.com](mailto:lanny@abcfundraising.com)

### **Customer Service**

Phone: 1-800-368-4543

### **Billing and Shipping:**

Phone: 1-800-347-7892

## How Easy Is It?

My super league baseball team used the ABC fundraising program and it turned out even better than we thought... 11 kids used the scratch cards to pay their entire flights off as well as most of their hotel accommodations ...I'm sold on ABC fundraising and can't understand why every team in need doesn't use it...



*-Rand Rasmussen-*

"The easiest fundraiser we've ever done! With 40 kids we raised \$3,200 in just 2 weeks. It's easier than selling candy or chocolate bars and people love the coupons. I'll be ordering more booklets next year. Thanks Scratch & Help."

*-Tim Lenderman-*

## HAVE YOU WATCHED OUR CARTOON?

Did you know that ABC Fundraising has provided a cartoon showing you how easy the fundraiser actually is? Go to our website to view it now. Use the cartoon to show others how easy it can be.



Feel free to share it with anyone. The cartoon is only 740KB (that's small!) so it's easy to share. If you would like a copy emailed to you just let us know by sending a request to [mike@abcfundraising.com](mailto:mike@abcfundraising.com) and we will send you the cartoon.

# Distributor Newsletter

## Ten Steps To A Successful Campaign

For an easy way to help your clients/groups be more effective, review these 10 steps with them. If your clients/groups are more successful, they will be more willing to use the Scratch & Help Fundraiser again.

### Step 1: Motivated Group Leader

A highly motivated leader will have a profound effect on the participants which will ultimately lead to a successful campaign.

### Step 2: Set a Goal

The end result should be clear. Specify exactly where the proceeds will go. It will be more worthwhile to the participants if they know what specific needs their efforts are going to.

### Step 3: Set a Deadline

Have all the participants be aware of the due date to turn in the money. We recommend running the fundraiser two to three weeks maximum.

### Step 4: Create a Prize

Incentives for your participants are always a great help. You can suggest that \$50-\$100 of the money raised be set aside for prizes such as gift certificates or a pizza party.

### Step 5: Inform the Parents

Parents should be aware of the fundraiser through verbal or written notice. The most effective way is to have the parents attend the distribution.

### Step 6: List 50 Potential Donors

Each participant should write down 50 people they plan to approach. If they only get half to donate they will complete the Scratch and Help booklet. Some great examples are (hair stylist, mailman, doctor, accountant, dentist, teachers, etc.)

### Step 7: Simplify the Fundraiser

Breaking down participants tasks into small increments of time is a easy way to encourage them to complete their books. Example: If participants can get 2 people a day to donate for 13 days, they will have raised the full \$100.

### Step 8: 3 Day Follow Up

The group leader should stay on top of the participants at least every 3 days for the duration of the campaign. Acknowledge those who have been doing well, and help immediately those who are dragging behind.

### Step 9: Avoid 2 Campaigns at Once

Stay away from overwhelming situations by concentrating on one campaign at a time. It would be detrimental to the group to run 2 campaigns at once.

### Step 10: Consult your Distributor

To maximize the full potential of the groups campaign efforts, it would be highly effective to keep in contact with your distributor. Any problems can be immediately remedied.

\*These ten steps are included with each order.

### Fundraising Prospects

There are many types of groups that are in need of the best fundraiser ever. ABC Fundraising's Scratch & Help program can be used for well known groups like Boy Scouts, Explorers, Girls Scouts, and Cub Scouts. Even groups such as the YMCA Salvation Army and more.



You can find Scouting groups by looking in the white pages or the local newspaper society editor. Contact the Troop, Pack, or Brownie leaders.

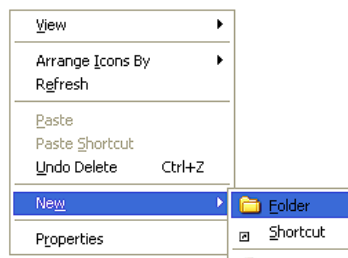
The YMCA is in the phone book. Contact the Executive Director or Teen Activities Director.

For the Salvation Army look under Social Services & Welfare Organizations in the Yellow Pages. Contacts may include Teen or Youth Activity Director.

### REFERENCE THESE NEWSLETTERS

A good way to keep informed is to save these newsletters. Create a new folder in your "My Documents" folder by right clicking in a blank area in the "My Documents" window.

Rename the folders to something you can remember such as ABC Fundraising



Newsletters, then download or save the newsletters in the new folder you created.

Not only will this help you reference back to important information and helpful tips, but it can free up space on your email account. Also, if you have any suggestions let us know.

# Distributor Newsletter

## Who Buys from ABC Fundraising?

When you think of the various groups you can approach with the Scratch and Help fundraiser, your first thought might be of a school. But, have you thought of the potential within one school alone?

Each school has a plethora of clubs, teams, and needs that ABC fundraising would be perfect for. Don't just focus on approaching the coaches, but also the presidents of clubs, etc.

Then take into account all the different kinds of schools: elementary, junior high, high school, private and charter schools, and daycare centers and kindergartens. There are a lot of different groups within each school to contact.

However, don't set your limits to schools. There are hundreds and thousands of organizations that are in need of fundraising help. Here is a list of basic organizations that you can contact.

### Schools

This includes groups such as Choral Groups, Yearbook, Drill Teams, Bands, Cheerleading, Trips, Clubs, PTO, Drama, Proms, Honor Clubs, Foreign Language Clubs. And sports teams such as your usual Football, Baseball, Softball, and Basketball. Also look at Swimming, Track and Field, Golf, Wrestling, and Lacrosse teams.

### Churches

Building Funds, Choirs, Youth Ministries, Mission Trips, even Ushers.



### Independent Sports Teams

There are thousands of sports teams that are not associated with a school. These include Baseball, Soccer, Basketball, Softball, Volleyball, Swim, Wrestling, Waterski, Track, Golf, and Football teams.

### Colleges & Universities

Don't rule out colleges! Scratch and Help fundraising is easy for Sororities, Fraternities, Cheerleading Squads, Dance Teams, and other Sport Groups. Clubs such as Math, Multicultural, History, Technology, Law Societies, and Radio and Television Broadcasting Clubs.

### Scouting

Boy Scouts, Girl Scouts, Cub Scouts, Brownies, and Explorers. These groups are always looking for money to raise for camping trips, administration needs, and volunteer work.

### Non-Profit Organizations

Even big names such as United Way, Relay for Life, American Cancer Society can benefit from Scratch and Help fundraising. And don't forget all the Local Recreation Centers, Community Centers, Boys and Girls Clubs, Animal Shelter & Rights Centers which could use a great fundraiser.

### Other Organizations

Have you ever thought of a Police Academy, or Head Start. Maybe groups such as Booster Clubs, Martial Arts Studios, American Legion, Independent Cheerleading Teams, Children's Hospitals, Bowl-a-thons, Civic Associations, 4-H Clubs, and thousands of different Foundations.

### Family and Friends

Fundraising groups don't even have to be well organized. Many families have used the Scratch and Help fundraiser to raise money for family reunions. Small groups of people have gathered together and used ABC Fundraising's Scratch and Help to raise money for helping local individuals such as an elderly person fix their home or friends who have cancer. The possibilities are endless.

Each of these kinds of organizations have all ordered through distributors like you. Take the initiative and call up the head of these organizations and make a difference. Keep in mind that these are excellent resources for summer fundraising.

## MEET WANDA



Wanda Johnson was one of the first distributors to join ABC Fundraising, just over 2 years ago.

Wanda works full-time for the U.S. Government and part-time for ABC Fundraising. Her best order was with a private school, where the school initially purchased 500 of the Scratch and Help booklets and then one week later purchased another 500 booklets. Wanda continues to submit orders on a regular basis while heavily involved in her community. Her involvement includes working with the school band, community service projects, including feeding the hungry, teaching Sunday school in her church,

supporting the ROTC and serving as president of her homeowners association. Truly one busy lady!

Wanda loves working with ABC Fundraising because she can work at her own convenience. She says, "I just love doing it and I know it works!" She knows it works, in part, because she has successfully completed three Scratch and Help fundraisers herself. Wanda prefers to work with schools because they have so many different needs. She is now planning to work more with churches.

What is in Wanda's future? She plans to continue working with ABC Fundraising for the next five years until she retires and then possibly work with ABC full-time. Wanda's is currently working on an order for 300 booklets. Great job Wanda!

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DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017

CUSTOMER SALES OFFICE: PHONE: 1-800-368-4543

FAX: 1-323-667-0065

Distributor Newsletter III May 10, 2005

EMAIL: LANNY@ABCFUNDRAISING.COM

EMAIL: INFO@ABCFUNDRAISING.COM

## Who Do You Talk To?



With countless groups you can talk to about ABC Fundraising there are plenty of opportunities to sell the Scratch and Help fundraiser. It can really pay off to call people on the phone, send email, hand out flyers, and/or setting up newspaper ads. These ways of finding contacts take focus, which isn't bad but it is not the easiest way.

The trick is to get in a habit of talking to everyone about how profitable ABC Fundraising is. For example, your co-worker may not be interested in fundraising for herself, but maybe her son or daughter is on a sports team which she is involved with.

The trick is to network and get connected with the community around you. This idea isn't anything new, but it is something that is easy and effective. Here is a list of contacts to talk to:

- Co-Workers
- Boss
- Delivery Persons
- Parking Attendant/Security Guards
- Salespeople
- Church Members

- Dentist, Doctors, & Therapists
- Hairdressers/Barbers
- Gym Partners or Instructors
- Spas
- People who you play sports or do recreational activities with
- Daycare/Nannies
- Carpool
- PTA
- Apartment Managers
- College Professors
- Family Members
- Bankers
- People you meet in lines at stores
- Mechanics
- Waitress/Waiters
- Volunteer Groups
- Babysitters
- Friends
- Neighbors
- Anyone you see that day!

This list is small to the vast opportunities that arise out of everyday life. Remember that not everyone is going to need a fundraiser when you ask, but if you leave a good impression they will certainly remember you when they do need one.

Make sure to either get their contact information or give them your number and information on how to contact you. You can create a business card, a flyer, or an email with your information and information on ABC Fundraising's Scratch & Help fundraiser.

You might be surprised on how effective talking to everyday people is.

### ABC Fundraising Card

THE ABC FUNDRAISING CARD COST \$3.50 EACH. YOUR CLIENTS SELL THEM FOR \$10 RECEIVING A \$6.50 PROFIT ON EACH CARD SOLD. THE MINIMUM ORDER IS 50 CARDS FOR A MINIMUM TOTAL COST OF \$175.



THE GROUPS ARE RESPONSIBLE TO OBTAIN THEIR OWN MERCHANT FOR THE COUPON THAT GOES ON THE BACK. IT CAN BE A NATIONAL CHAIN LIKE PIZZA HUT OR A LOCAL "MOM & POP" SHOP THAT IS REALLY POPULAR IN THEIR AREA. JUST HAVE THEM USE THE LOCAL MERCHANT AGREEMENT FORM WE PROVIDE IN EVERY DISTRIBUTOR KIT. IT'S FAIRLY EASY TO GET A MERCHANT TO SIGN ON SINCE THEY'RE SAVING THEM THE COST OF PRINTING AND DISTRIBUTION USUALLY INVOLVED IN CREATING THEIR OWN COUPONS.

### CREDIT CARDS GIVE THE MOST PROFIT

Some of the clients you have ready to order may not have money to cover the cost of the fundraiser cards up front. That is why ABC Fundraising has three "30 Day No Money Up-Front" Options. Read about each of these options on the sheet titled "30 Day No Money Up-Front Policy" which comes with every distributor kit.

While everyone will have different needs, the Credit Card option provides for the most profit out of the three options. ABC Fundraising gives a total of 20% more

booklets on every Scratch & Help order using a credit card! For ABC Fundraising Card orders using a Credit Card, they will receive a total of 10% free cards in addition to the one Scratch & Help booklet for every 50 ordered.

Not only can your clients make more money this way, but this will give them plenty of time (in most cases, 25-30 days) to run the fundraiser before having to pay the bill from the credit card.



# Distributor Newsletter

## How Do I Obtain A Local Merchant?



You can contact any restaurant or merchant of your choice to use on the ABC Fundraising Card or the Scratch and Help booklet.

We recommend that you make a list of the 3 or 4 merchants that you feel are the most popular in your community. Pizza restaurants are a very popular option.

Call the merchant of choice and ask for the owner or manager. Tell them briefly about the organization that will be doing the fundraiser. Then ask who you need to talk to for approval. They will generally refer you to an individual in their district or franchise office. When you get this person on the phone, explain that you are working with a local organization (name) that is interested in working with their company. Explain that you are with ABC Fundraising, a national fundraising company, and need

a local merchant to provide a coupon offer, preferably a buy one, get one free offer when working with the ABC Fundraising Card. Make sure that you mention that there is no cost to them for participating.

You also want to explain that the organization will be selling (# \_\_\_) cards or booklets. If you are working with the ABC Fundraising Card explain that each card will bring the customer into their restaurant up to 20 times within one year to redeem their offer. You can offer to fax the Local Merchant Agreement or drop it off for a faster response. By dropping the form off, you can also offer to show them the card or booklet.

When you get a merchant who is willing to participate, have them fill out and sign the Local Merchant Agreement form (in your sample pack). Remember that the recommended expiration date for Scratch and Help is at least six months, and for the ABC Fundraising Card it is one year. Be sure and include locations for all participating outlets.

### Just 2 Contacts A Day!

**That is all it takes. When clients ask about how best to complete the Scratch and Help booklets, your answer is 'just 2 contacts a day.' By having just two people a day scratch off two dots each, within just two weeks the booklet is complete.**

**This approach is a great answer to those parents who do not like their children going door-to-door. This method of fundraising is also excellent for adults. Tell your clients to tell members of their group to start by just thinking of everyone they know. To assist them in their efforts be sure and refer to the list provided in last weeks newsletter. This list is helpful as they reflect on the many people who would be interested in helping them reach their fundraiser goals.**

### MEET SAM HUMPHREY:

ABC has a number of new distributors and we wanted to take this opportunity to introduce you to one of ABC's up and coming distributors. Sam seems to specialize in orders of 100 books. In the last four months his orders have included three 100 book orders, each more than twice the distributor average.

Sam comes to ABC after 20 years active U.S. Army and 7 years National Guard duty. Thanks Sam for your contribution and sacrifice to our country and freedom! A couple of years ago, Sam and his wife tried to get into the fundraising business and found nothing but problems,

including orders that this other company has yet to fulfill. When he came across ABC Fundraising, he was excited to learn how easy it was to get started with ABC and how much support he received. He also likes the fact that there is no inventory, the high percentage of profit associated with ABC products and that everybody benefits.

Sam currently spends half of his time with his furnishing and office supplies business and half with fundraising. His objective is to grow the fundraising business to become his dominant business. Sam especially enjoys meeting new people and helping them reach their goals.

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DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017

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Distributor Newsletter V June 7, 2005

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EMAIL: [INFO@ABCFUNDRAISING.COM](mailto:INFO@ABCFUNDRAISING.COM)



# Distributor Newsletter

## Leads! Prospects! Future Clients!

Leads abound. That's true. But perhaps you are asking where exactly do I find them and then when I do, who do I ask to speak to or contact. Here are a few excellent options for you.

When contacting Catholic Church organizations, and there are a number of different organizations, begin by looking in the yellow pages or under yellowpages.com or yahoo.com's yellow pages. In the yellow page listings Catholic groups are identified by the following: Catholic Church Rectories, Catholic War Veterans Clubs, and Association of Fraternal Organizations. Types of groups include and (who to ask for):

Catholic Church Guild (Guild Leader), Catholic Daughters of American (President), Catholic Altar Societies (Altar Society President), Catholic Sodalties and Catholic War Veterans (Ways and Means Committee Chair).

This time of year be sure and seek out Little League, Football, Hockey, Basketball, Baseball and Cheerleading groups. They can be found by contacting the editor of the local paper, the Chamber of Commerce or the City Parks and Recreation Office, all depending upon your community. Be sure and ask for the President of the League, Committee Chair or Team Mom or Dad.

### MORE TESTIMONIALS:

*We live in a small community and used this for first time last year for our athletic association and it worked great. We are doing it again this year. I believe in this fundraiser ....the best money maker for any organization ever invented. I have seen personally the results and it is absolutely magnificent. It is easy, simple, and fun. The fundraiser sells itself.*



*-Melanie Underwood*

*Last October, I was selected to be the Coordinator for our track team. I saw that we needed money for various items, i.e. uniforms, shoes, field usage, transportation, etc. We did The Scratch and Help Fundraiser and couldn't believe how fast and easy we could raise \$6,430.00 with only 50 members., Thank you so much ABC Fundraising for helping us.*

*-Mary Sims,  
Our Savior's Jaguars*

## The Scratch and Help Coupons are now truly NEW! And IMPROVED!

**Hollywood's Best Kept Secret!**  
Why do Hollywood's biggest stars choose Affirm Cosmetics? Simple, because Affirm is used and recommended by so many plastic surgeons and makeup artists.

**FREE 15 Day Trial!**  
(See back for details)  
www.affirmfoundation.com

All of The Scratch and Help Coupons will now have 10 coupons per page. And each coupon sheet will now feature Hollywood's Best Kept Secret! Affirm Foundation. A FREE 15 Day Trial and 10% off any mail order purchase. The tenth coupon will either be FTD.com, Mrs. Fields Cookies or Great Movie Tickets Savings. All of the other coupons will stay the same. Coupons can still be customized to the client's liking. Just continue to refer to the custom coupon sheet.

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Distributor Newsletter VI June 16, 2005

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# Distributor Newsletter

## The Rubber Chicken Circuit!



Yes, that is what they call it, but that will be explained later.

An excellent marketing strategy for building your business is to contact service organizations, such as Rotary, Kiwanis, Lions, Optimist, and similar clubs, along with community organizations. Many of these organizations have monthly meetings where they are looking for someone to make a 5-10 minute presentation on a subject of interest.

Members of these organizations are typically very involved in the community. That is to say that in addition to the organization where you will be speaking, you will find that most of them are also involved in their church or their children's activities.

For a list of organizations you should contact, call your local chamber of commerce or look in the yellow pages index under 'organizations' to identify listings in a particular zip code. You may also wish to contact the local United Way office for a list of organizations that they support.

You may still be wondering why this marketing concept is referred to as the 'Rubber Chicken Circuit'. Most of these meetings are either luncheon or dinner meetings. Generally, the meal is some type of chicken and it is typically not the best meal you have ever had, thus the 'Rubber Chicken Circuit'. Now it is recommended that you not reference what you are doing by the name 'Rubber Chicken Circuit' or you may offend someone.

This is a very cost effective way to reach large numbers of individuals who are likely to be involved with multiple organizations in need of your fundraising services. Your only costs are for transportation and flyers to distribute to the attendees and you get a free meal (be as it may).

Next to this article you will find an outline for a presentation that you can use. All you need to do is add examples or personal experiences to the items listed.

## 10 Key Factors When Selecting A Fundraiser

1. Profit Percentage  
Don't settle for 30-45% net profit potential.  
Look for products that provide up to 90% profit
2. Up-Front Cost  
Look for flexible payment options:  
No money up-front  
Incentives for early payment
3. Shipping Cost  
Companies should be willing to bear the cost of shipping in most cases
4. Nationally Recognized  
Put customers at ease with nationally recognized products and services
5. Shelf Life / Perishable / Seasonal  
How long can you take to complete the fundraiser?  
Will the product melt, thaw or turn white before you can sell it?  
Are you limited by season (summer, Christmas, etc.)?
6. Contribution Level  
Is the donation or product reasonably priced at or below \$10?
7. Wide Acceptance  
Will the fundraiser be well received by all age groups?  
Are the products sensitive to social trends (diet, cultural trends, religious norms)
8. Customizable  
Can the organization's name and logo be placed on the product?  
Can changes be made to reflect the needs of varying demographics?
9. Repeatable  
Is this a fundraiser that if successful be used over and over in a given area?
10. Ease of Use  
Is the concept easy to understand and carry out?  
Are repeated trips necessary to deliver product?  
Do you have to arrange your schedule to suit the needs of the fundraising company?

### Flyers are now available via email

Each of the three black and white flyers are now available upon request in a PDF format. Just email [mike@abcfundraising.com](mailto:mike@abcfundraising.com) and he will forward them to you. Now you can just print off additional flyers from your computer as you need them.



# Distributor Newsletter

## An Excellent Choice

Marketing ROI will always instruct you to give your clients a choice. 'Would you prefer the red or the blue one.' By doing so you the assumptive sales approach. This approach communicates to your client that you believe in your products and that the client obviously seems the value as well.

How does this apply to ABC Fundraising? There are many opportunities to utilize this very positive marketing strategy. You can give them a choice of booklet colors, whether to put their logo on the front of the booklets or just their name, custom coupons or our national coupons, and which method of payment they would prefer. If you take the time to think about it, you can think of several others that would help your client see the added value of ABC Fundraising products.

Which is the most important choice of all? Scratch and Help or the ABC Fundraising Card. Don't discount the discount card. The ABC Fundraising Card not only

produces 90% profit like the Scratch and Help booklet, but it also introduces the client to the Scratch and Help fundraiser if they have not already used them. How? Because with each 50 of the Fundraising Cards ordered, the client receives a Scratch and Help booklet worth \$100 in additional fundraising.

The ABC Fundraising Card offers tremendous flexibility or customization like the Scratch and Help booklet. In addition, when you consider that the average person will be able to easily sell 10 of the Fundraising Cards, your per person commission would be \$10 to \$15, depending on whether you or the client obtains the merchant for the card.

And, by the way, don't pass up the opportunity to market to the plastic card needs of your community. With larger quantities, we can provide you with a quote for a fully customized plastic card for any need. The possibilities are almost endless. Just stop and consider the potential of the markets available to you.



### Even More Testimonials!

WE'RE JUST ABOUT TO EMBARK UPON OUR NEXT FUNDRAISING ACTIVITY, AND BECAUSE WE WERE SO PLEASED WITH THE SCRATCH & HELP FUNDRAISER THAT WE DID WITH ABC FUNDRAISING LAST YEAR, WE DECIDED TO DO IT AGAIN. IT'S A GREAT WAY TO RAISE FUNDS FOR OUR SCHOOL. MANY OF OUR PARENTS STATED THAT IT WAS FUN AND EVEN RETURNED FOR ADDITIONAL BOOKLETS. I HOPE THAT WE GET AN EVEN BETTER RESPONSE THIS YEAR!

Cheryl Cousins

WE USED THIS LAST YEAR AND THEY WERE GREAT! I WOULD LIKE TO TELL YOU SOMETHING ELSE. CHEERLEADING IS VERY EXPENSIVE, APPROXIMATELY \$1,000 PER GIRL. LAST YEAR THE GIRLS LITERALLY ONLY HAD TO PAY THE DEPOSIT AND THE REST WAS FUND RAISED, MOSTLY WITH THE HELP OF ABC FUNDRAISING'S SCRATCH AND HELP PROGRAM. THANK YOU!

Jennifer Bradley

### ARE YOU RECEIVING THE BONUS COMMISSION?

As a distributor for ABC Fundraising you are eligible to receive a bonus commission. Just refer to paragraph 12 of your distributor agreement. This bonus commission can amount to a tremendous second income stream.

#### 12. Bonus Commission:

For any new Distributor brought on by Subcontractor's efforts, Subcontractor will receive a 5% override on that new distributor's sales of Scratch and Help which is equal to \$1 per booklet.

For sales of the ABC Fundraising Card the bonus commission will be 10% or .10 for each ABC Fundraising Card sold.

Yes, if you know of anyone who would like to be a distributor for ABC, anywhere in North America, just refer them to the Distributor Sales Office at 1-800-261-6017. Once they become a distributor, you are then entitled to receive \$1.00 for every Scratch and Help booklet they sell and \$.10 for every ABC Fundraising Card they sell!

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DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017  
CUSTOMER SALES OFFICE: PHONE: 1-800-368-4543

FAX: 1-323-667-0065

Distributor Newsletter VIII July 14, 2005

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# Distributor Newsletter

## Quick Start!

What do you need to do to start making sales? This copy of the newsletter is dedicated to providing a step-by-step procedure to building your business. This process can be used by each and every distributor. If you have gone through the initial training, some of this information will seem familiar to you.

### Dedicate the time.

Whether it is one-half or up to four hours a day, be sure to regularly set aside time to make phone calls. The amount of time you spend on the phone will directly correlate to the income you make. With the time you have to work the business, make as many calls as you can. Use your time wisely.

### Voice mail.

In our world today, you can't escape the voice mail. When you get someone's voice mail, leave a message. Do not mention 'fundraising'. Everyone thinks that they have seen and heard everything there is to know about fundraising. Obviously that is not true or they would have heard about ABC Fundraising. All you need to say is your name, phone number and "Please give me a call." Do this and a good number of the people will call you back.

### The first call.

Start this call by introducing yourself and your affiliation with ABC Fundraising. Explain that you have some fundraising information that you would like to share with them.

During the first call there are two objectives. First of all, make sure you are talking to the person who 'coordinates' the fundraising. Just because you are talking to the head football coach, for instance, does not necessarily mean that you are talking to the person you need to reach. The 'fundraising coordinator' is the person who has the hands on responsibility for fundraising and who will most appreciate the benefits of ABC Fundraising products. If you haven't reached the right individual, ask for the person's name and phone number and call the person who handles the fundraising for the organization.



Once you have the person on the phone you need to talk to, the second objective of the first call is to ask if you can mail them a free sample. Explain that the fundraising samples that you will be mailing to them are unique to the point that you can not effectively describe them over the phone. However, tell them that there are four things that most people are interested in knowing about ABC and its fundraisers: 1. That the fundraisers you will be sharing with them make 90% profit. 2. Many people say that they are the easiest fundraisers they have ever done. 3. ABC Fundraising has been in business for 12 years. 4. That ABC Fundraising has an impeccable history with the Better Business Bureau in Los Angeles, California, where the company is headquartered.

### Send out the samples.

It is recommended that you mail out the samples and flyers just as we mailed them to you. Irrespective of what you send, just make sure that your name and contact information is on each and every piece. Be sure and mail the sample packet the same day as your phone call.

### This is not junk mail.

To be sure that your mailing is not thrown away, on the inside of the mailing, attach to the top front piece a personal note on a large brightly colored Post It Note. What you write on the Post It Note is not, in and of itself, that important. What is important is that you handwrite something that ties your mailing to your phone call. Suggested copy is: Mr./Ms. \_\_\_\_\_, Thanks for taking

the time to speak with me on the phone today. I am sure that you will find the enclosed information to be of significant value to your fundraising efforts. (your name)

### The second or follow-up call.

Within 2-3 days after mailing the sample packet, you should be receiving a call. If you do not get a call from the individual to whom you sent the packet, call them. During this second conversation there are three different issues that need to be addressed: 1. Did they receive the packet? 2. Do they have any questions? Answer them. 3. What is the approval process and timetable for approving a new fundraiser? In essence, who makes the decision when approving new fundraisers? Is the decision made by the person you are talking to, or is it made by a committee or group of certain individuals? And when do they meet next to discuss future fundraisers? With this information you are prepared to monitor the status of the decision making process for this organization.

Now all you need to do is follow up with them periodically. It the meeting where they discuss future fundraisers is more than two weeks out, it is recommended that you give them a call prior to the meeting. Some organizations will be interested in ordering right away, while others will take up to several weeks before they can order. In either instance, be sure and call them periodically to see if you can be of assistance in the decision making process. This is the time when you are able to establish a great relationship. Be sure and show interest in their previous and current fundraisers. Perhaps with your fundraising experience you will be able to give them suggestions on challenges they may be having with their current fundraiser. They will appreciate your professionalism and concern.

Throughout the process as you listen and learn about the organization, you will be better prepared to help them through the decision making process. Be sure and watch for the next newsletter where we will cover more on how to identify key concerns and needs of your prospective clients.

Since 1993 ABC Fundraising Has Been America's #1 Fundraiser

DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017

CUSTOMER SALES OFFICE: PHONE: 1-800-368-4543

FAX: 1-323-667-0065

Distributor Newsletter IX July 27, 2005

EMAIL: [LANNY@ABCFUNDRAISING.COM](mailto:LANNY@ABCFUNDRAISING.COM)

EMAIL: [INFO@ABCFUNDRAISING.COM](mailto:INFO@ABCFUNDRAISING.COM)



# Distributor Newsletter

## Identifying Client Needs

When presenting our fundraisers to your clients, be sure and pay particular attention to their past or current fundraising experiences. You have been provided with a list of benefits associated with our products. As you review the list of benefits you will probably identify with several of the benefits based upon your own fundraising experiences. More important than your experiences are those of your clients. Often referred to as 'war wounds', these are negative experiences your clients have had with other fundraising products. These are key issues to focus upon. These are the 'hot buttons' that will demonstrate most effectively the value of our products.

A recent experience effectively illustrates the point.

While speaking with a prospective client, she was asked what product they used in their most recent fundraiser. Her answer was candy bars. The next question focused on how successful the fundraiser was. She indicated that the fundraiser was extremely successful, in that they sold a lot of candy bars, raising a lot of money. With hardly a pause, she went on to say that there was just one problem (her 'war wound'). The problem was that they lost most of their profit due to shipping cost. When she learned that we did not charge for our normal shipping, she was sold. As she continued to learn of the other benefits, it was obvious that she was already sold. So as they teach you in Sales 101, when the person is sold, quit talking and take the order!

## THINK BIG!

**More and more distributors are securing large orders of several hundred booklets. It is important to remember the payment policies associated with large orders. For orders exceeding 200 Scratch and Help booklets or 1000 Fundraising Cards, a 25% deposit is required when paying with a check that is to be held. Fifty percent of the total due is required 30 days from the date of delivery and 25% can then be paid 45 days out. Be sure and include three separate checks with the ACH check authorization form, each made out for the respective amounts.**

## FREE BOOKLETS WITH EVERY ORDER

THE QUESTION IS, "DO WE ONLY RECEIVE THE FREE BOOKLETS ON THE FIRST ORDER?" THE ANSWER IS "NO." ABC FUNDRAISING IS IN THE PROCESS OF CHANGING ALL MARKETING MATERIALS TO READ "FREE BOOKLETS WITH EVERY ORDER," NOT ONLY ON THE FIRST ORDER. REMEMBER THAT WHEN YOUR CLIENT IS PAYING WITH A PURCHASE ORDER OR A CHECK THAT WE HOLD FOR 30 DAYS, THEY RECEIVE ONE FREE BOOKLET FOR EVERY 10 THEY ORDER. WE DO NOT ROUND UP WITH THIS METHOD OF PAYMENT. EXAMPLE: WHEN ORDERING 18 BOOKLETS, THEY WOULD RECEIVE ONE FREE BOOKLET. IF YOUR CLIENT PAYS WITH A CHECK THAT WE DO NOT HOLD, THEY RECEIVE AN EXTRA 5% BOOKLETS FREE, FOR A TOTAL OF 15% FREE BOOKLETS AND WE DO ROUND UP. EXAMPLE: WITH THAT SAME ORDER OF 18 BOOKLETS, THEY WOULD RECEIVE THREE FREE BOOKLETS. WHEN A CREDIT CARD OR DEBIT CARD IS USED, A BONUS OF 20% FREE BOOKLETS IS GIVEN WITH THAT ORDER AND AGAIN WE DO ROUND UP. EXAMPLE: ONCE AGAIN WITH AN ORDER OF 18 BOOKLETS, THEY WOULD RECEIVE A TOTAL OF FOUR FREE BOOKLETS. AND AGAIN THIS IS THE SAME WITH THE FIRST AND EVERY OTHER ORDER.

## Free Leads Now On The Internet

ABC Fundraising has negotiated an agreement with Cell Wade Coaches Directory, providers of the leads for ABC Fundraising distributors. The leads are now available on-line for all qualified distributors. The leads are updated throughout the year and can be sorted and printed for your use. To receive your username and password, along with directions on how to access the leads, just email [mike@abcfundraising.com](mailto:mike@abcfundraising.com).

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DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017

CUSTOMER SALES OFFICE: PHONE: 1-800-368-4543

FAX: 1-323-667-0065

Distributor Newsletter X September 6, 2005

EMAIL: [LANNY@ABCFUNDRAISING.COM](mailto:LANNY@ABCFUNDRAISING.COM)

EMAIL: [INFO@ABCFUNDRAISING.COM](mailto:INFO@ABCFUNDRAISING.COM)



# Distributor Newsletter

## ABC Fundraising Now Offers Cookie Dough!



ABC Fundraising® has recently partnered with Chippery®, America's favorite Cookie Dough manufacturer to bring you an incredible Cookie Dough Fundraiser with up to 70% Profit for your clients! These Chippery® cookies are not only scrumptious but they can help your clients raise a lot of dough! In fact, ABC Fundraising® can offer your group more profit than any other supplier guaranteed!....  
**Up To 70% Profit!**

Distributor commissions will be: 0-10,000 tubs = .45 a tub, 10,001- 20,000 tubs = .55 a tub, 20,001 + tubs = .75 a tub. The average child will sell 10 tubs, putting your commission at slightly less than the Scratch and Help booklets. Of course your commission is based on the assumption that each participant is selling 10 tubs of cookie dough, which may or may not be the case. While some groups may order flyers but never make the needed effort to complete the fundraiser, distributors should be in contact with the group to encourage them to do well.

Sample Flyers will cost distributors \$.15 each which

includes shipping. You can also access the flyers online and print them out. Simply [CLICK HERE](#) to print out your FREE sample package!

As a distributor, you will simply determine the number of participants in the group that will be participating in the fundraiser. Fill out the order form with the contact information. Under special instructions write 'cookie dough order forms' and the number of participants. Your client's group will then pre-sell the cookie dough. The group will then call our production office directly to place the order for the total number of buckets of cookie dough they have sold.

There are several key things to remember when marketing the cookie dough. First of all, the cookie dough should be sold as a fall-back or fill-in product. That is to say that if for some reason your client is not ready to purchase the Scratch and Help or ABC Fundraising Cards, you can then fall back to selling them cookie dough. Or if they plan to use our other fundraisers in the fall, but feel that they need to go with a different product in the spring, then recommend the cookie dough to fill in the gap between Scratch and Help or other unique fundraisers from ABC Fundraising.

Every group will receive at least one FREE Scratch and Help booklet with their order. In fact, with every additional \$500 in profit, they will receive another

Scratch and Help booklet or \$100 in FREE fundraising! This will allow them to make more profit than with any other cookie dough fundraiser, and it also introduces them to the ease and high profits of our flagship product, the Scratch & Help Fundraiser.

### MORE TESTIMONIALS

*"Our soccer team used the Scratch & Help® Fundraiser to raise money for new uniforms. We earned twice as much as we did with our candy sale and plan on doing it again next January. In total, our 55 boys raised over \$3500.00!"*

**-Scott Levine, Franklin Heights Youth Soccer**

*"In March our Church used the Scratch & Help® Fundraiser to raise money for a new building. We had 150 members take 1 booklet each. It was a great success netting a total of \$8,432.00. We have some left over books and plan on finishing them in the next few weeks. When we finish we will make over \$13,000.00 which is just fantastic. Thank you ABC Fundraising for all of your help in this project."*  
**- Marsha Redding, 1st Baptist Church**



# Distributor Newsletter

## Recycle and Win Big!



ABC Fundraising, "America's most trusted name in fundraising" has recently teamed up with the nation's largest recycling companies to bring you ABC Recycle®, the most exciting

and FREE fundraising opportunity ever! By recycling cell phones and printer cartridges organizations can earn thousands of dollars while helping to protect the environment. In fact, for a limited time, ABC Recycle® is paying up to an incredible \$200 per cell phone and up to \$10 per cartridge!

Plus, get a **MATCHING BONUS** from ABC Fundraising®: With our Matching Bonus, organizations can double the amount of money they earn. For every \$100 they earn, ABC Recycle® will give them a **FREE Scratch & Help®** Fundraising Card, which when completed, raises \$100! This makes ABC Recycle® the most profitable recycling fundraiser in the United States Today! No other recycling program even comes close to offering the kind of money organizations will be able to raise with ABC Recycle®! Best of all there is **No Money Needed To Start!**

To find out more **CLICK HERE** to get a **FREE Start-Up Kit**. Each kit contains a promotional

flyer, Frequently Asked Questions, and Flyers to be distributed to parents and neighbors. As a distributor, you can provide your clients with access to the starter kit. They can print the kit off and begin their fundraiser immediately. Be sure and add your contact information to the parent and neighbor flyers.

As a distributor you will earn a **20% commission** on what the group earns. That means if a group earns \$1000, you as the distributor will earn \$200. When the group has finished collecting the cell phones and ink cartridges, complete an order form requesting that we send them a Free shipping label. This can be an ongoing fundraiser where they turn in what they have collected each month. As the group goes around to collect the cell phones and ink cartridges, they can combine their efforts with one of our other fundraisers. This keeps the group tied to you as their fundraising consultant. Watch future issues of the newsletter for information on other fundraisers that will soon be introduced by ABC Fundraising!



## COOKIE DOUGH UPDATE!

- This time of year there are numerous parties and events where cookies would serve as the perfect treat. If people want to order cookie dough for Christmas the last day they can order is November 30th (pre-sell tubs before that). They will arrive on December 21st for delivery by the group.
- When the group receives their order forms they will also receive a *Master Order Form*. They should fill it in after collecting all of the order forms from members of the group. They will then call the Production Department at 1-800-347-7892 to submit the group order.
- Give your groups a deadline of 2 weeks to finish the fundraiser.
- All checks should be made payable to "the group".
- Recommend that the group be prepared to pay for the cookie dough with a credit card. If they pay with a check by phone, we will have to wait up to seven days to be sure the check clears.
- Once payment has been received by the Production Department, the cookie dough will be delivered in 10-14 days. Free Scratch & Help cards will be sent separately.
- The cookie dough is shipped refrigerated and needs to be distributed immediately upon arrival.
- Cookie dough tubs come in a case format with eight tubs per case. Therefore, orders need to be rounded up to 8, 16, 24, etc. per cookie dough flavor. Any extra tubs that are not pre-sold are easily sold once received.

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DISTRIBUTOR SALES OFFICE: PHONE: 1-800-261-6017

CUSTOMER SALES OFFICE: PHONE: 1-800-368-4543

FAX: 1-323-667-0065

Distributor Newsletter XII October 18, 2005

EMAIL: [LANNY@ABCFUNDRAISING.COM](mailto:LANNY@ABCFUNDRAISING.COM)

EMAIL: [INFO@ABCFUNDRAISING.COM](mailto:INFO@ABCFUNDRAISING.COM)



# Distributor Newsletter

## Coupon Changes

### New Target Coupon!



Effective immediately each of the standard coupons will be changed with the new Target coupon taking the place of the TCBY coupon. We think that you will agree that a coupon from Target stores will have greater acceptance and cover more of the country than the TCBY coupon. The Target coupon offers a \$2 discount on Premium Photo Processing.

The Target coupon contains a barcode on the back side of the coupon. When you customize the coupons and they include the Target coupon, remember that we do not print on the backside of the coupon when coupons are customized. This requires that an extra coupon space be allowed for the barcode, thus reducing the overall coupon count to a maximum of nine coupons.

The TCBY coupon is still available as an add-on coupon. This means that when someone wants to customize coupons, they are still able to include the TCBY coupon in their coupon sheet makeup.

### New Blockbuster Coupon!

Another new coupon for your client's use is the Blockbuster Online coupon. This coupon provides a FREE 2-Week Trial and 2 FREE in-store rentals per month with online registration. The offer includes FREE shipping both ways, no extended viewing fees or late fees, and over 25,000 titles. These coupons will be available as an add-on coupon and of course can be used even in rural areas.

### Other Coupon Notes

With the Scratch and Help booklets we recommend that local merchant coupons have a six month expiration date. With the ABC Fundraising Card we recommend that the offers found on the reverse side of the card have a one year expiration date.

Standard Scratch and Help coupons provided by ABC Fundraising will expire on either January 31 or July 31. The minimum length of time before a coupon expires will be three months. Oftentimes coupons will slightly exceed six months, all depending on printing needs and quantities.

Remember that with any changes to the coupons, whether you double-up, use add-on coupons or local merchants, all coupons including those provided by ABC Fundraising will then be printed in black ink only and on an off-yellow paper. This change does not impact the fundraiser's effectiveness.

### "WE NEED THEM BY....."

On the distributor order form under Shipping there are several choices, including **ASAP**. By circling or underlining **ASAP** you are telling the shipping department to send this order by ground **UPS**. There is no charge for shipping the order this way. If your client needs the order by a certain date, be sure and indicate the date and day of the week the order is needed. As an example, do not assume that just because typical shipping to your part of the country is four business days, it will arrive on the fourth day after allowing 1-2 business days for production. There may be a heavy production load or other issues that could impact the exact arrival date. The more information we have the better we can serve your clients.

## MISSING NEWSLETTERS?

If you are missing back copies of this newsletter, go to the following website where each of the newsletters is available to read or print: [www.abcfundraising.com/newsletters.htm](http://www.abcfundraising.com/newsletters.htm).



# Distributor Newsletter

## Guaranteed!!!

A number of the new distributors have been asking about our guarantee. So, here it is for your reference and review.

'If, for any reason at the end of your campaign, you have some left over *Scratch & Help*® booklets which are not fully completed, we will send you new coupon pads anytime to refill your booklets **ABSOLUTELY FREE!**

We even pay UPS shipping to send them to you. In other words, your *Scratch & Help*® booklets are guaranteed to make you a great profit!

ABC Fundraising™ also guarantees that all the coupons provided in your *Scratch & Help*® booklet will work at every location in your entire state!

ABC Fundraising™ is a **proud member of the Better Business Bureau.**

## ABC Fundraising Card Merchant Proposal

A one page proposal **sheet** is now available for use when contacting a local merchant for participation on the ABC Fundraising Card. This new sheet explains how the program works and how they can participate. If you would like a copy, just send an email to: [lanny@abcfundraising.com](mailto:lanny@abcfundraising.com).

Be sure and note that your group can put more than one merchant on the back of a card, but it is not the number of merchants that makes the card desirable, it is the value of the offer. That is why only one good offer with a high dollar value is needed to have a successful campaign.

## Hey! I'm Over Here!

The story goes that a man sold his neighbor a mule to help him plow his farm. The neighbor got the mule hitched to the plow and began to give it commands and pop the whip. But nothing happened. About that time the previous owner stopped by and quickly learned of the new owner's challenge. The previous owner quietly picked up a large limb laying nearby and proceeded to hit the mule over the head. At that time he told the mule to 'giddy up' and it did. With that the previous owner stated, "Sometimes you just need to get it's attention!" (No animals were hurt in the telling of this story.)

So it is with most marketing efforts. You need to do all you can to get the attention of the marketplace. There are several methods you can utilize in marketing your fundraising business. An excellent book is *Guerrilla Marketing* by Jay Conrad Levinson. There are several editions available and all are excellent. You may even find a copy in your library or you can purchase a copy over the internet.

Always a great recommendation is to mail out a **NEWS RELEASE** to local and regional newspapers and any business publications. If you would like a sample news release template designed specifically for your ABC Fundraising business, just send an email to:

[lanny@abcfundraising.com](mailto:lanny@abcfundraising.com).



# Distributor Newsletter

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## Cookie Dough Takes Shape!

Several changes have taken place since we introduced Cookie Dough at the first of this year. There are four new flavors of cookie dough that replaced four other flavors. New flavors are: **Chocolate Mint Chip, Double Chocolate Brownie, Fiesta Wedding Cookie and White Chunk Almond Cookie**. You can see the new flyers reflecting the changes on the website.

When sharing information about the cookie dough fundraiser, remember to tell your clients that the minimum order is 100 tubs of cookie dough and that the cookie dough is shipped in cases of eight per flavor. If the group does not end up with exactly multiples of eight per flavor, they can easily sell the extra tubs of cookie dough when they deliver the tubs that were preordered. From the time your client calls their order in to our production office (1-800-347-7892) they can expect the cookie dough to arrive within about 2 ½ - 3 weeks.

## Order Follow-Up

Upon receipt of an order in our office, we review the order and then submit it to production. If there is a problem with the order, we will call you and leave a message, if you are not available. If the order comes to us ready to move to production, we will then email you, letting you know that the order has been sent to production and the order number assigned to the order.

When faster than normal shipping is desired, be sure and contact the production office at 1-800-347-7892 and obtain a shipping quote. They will need the total number of booklets or cards ordered including free booklets or cards and the zip code, in order to give you a shipping quote.

## Do you have a USP?

No, we are not referring to United Parcel Service (UPS). USP stands for *Unique Selling Proposition*. It is what you communicate about your business that helps it to stand apart from other businesses selling similar products and services.

Your goal is to identify a distinct, truly Unique Selling Proposition (USP). You do this by expressing your services in terms of strong consumer benefits, to stand out as far as possible from your competitors that you have earned the right to the potential client's business. This answers your client's question of "What's in it for me?"

Be sure and not confuse *features* with *benefits*. Features only describe and do not answer the critical question stated above. For ideas, refer to the 'Benefits' page in your binder. Remember that you want your USP to be at least one step ahead of your competition. Keep this concept in mind whenever you are printing business cards, flyers, ads, news releases, etc.

As you decide upon your USP, think about how you would respond to the following question: "What is the nature of your business?" One response might be: "We help schools, churches, youth groups, non-profits and other groups, to keep more of the funds they raise in their respective bank accounts."

## Previous Newsletters

On almost a daily basis, we receive requests for copies of previous newsletters. You can always access copies of all the previous newsletters by going to the following website:

[www.abcfundraising.com/newsletters.htm](http://www.abcfundraising.com/newsletters.htm).



# Distributor Newsletter

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## Finding Leads In Your Area

School is out in most parts of the country and a common question among new distributors is 'What can I do over the summer months?' Remember that high school football teams, marching bands, cheerleaders and other summer sports teams are now active and will generally complete their fundraising during the summer months before school starts. Oftentimes the advisors for these activities can still be reached via the school, direct line phone numbers, email or their websites. In addition, let's go through an exercise together and search the web for leads that can benefit from fundraising during the summer months. As a youth I remember spending summer months at the local Boys and Girls Club. Simply go to their national website: <http://www.bgca.org> and you can then enter a zip code in your service area and find a listing of clubs near that zip code, complete with phone number. Just call and ask for the Club Director or Development Director. We sell a lot of product to these clubs. You can also search either national or local sites for all types of youth groups, sports teams and church groups. All of these organizations are very active during the summer months. Key names would include Little League, Pop Warner Football, Baptist Church, just to mention a few. Be sure and refer to newsletter #3 for a more thorough listing of groups that are ordering from us over the summer months. When using the internet search engines to look for organizations on a local level, just be sure and include your city, county or state along with the name of the group. As you search the different organizations, you will begin to find similarities between the sites. Enjoy!

## New **Hotline** Just For Distributors!

A dedicated 800# just for distributors is now available for your use. Be sure and add this number to your files: **1-800-830-4337**. Only distributors will have access to this number. You can still call any of the other 800 numbers for assistance. General customer service is 800-368-4543. Customer service is excellent when you need a quick answer regarding the various ABC Fundraising products. Billing and shipping is 800-347-7892. When you need a shipping quote, need to know the status of an order, or tracking number with UPS, the billing and shipping office can get that information for you. When you have questions regarding your account as a distributor or need assistance with marketing, be sure and call the new distributor hotline for assistance. This new number will be active on July 10.

## Recycling Fundraiser—ON HOLD!

Effective immediately, the ABC RECYCLE FUNDRAISER is not accepting cell phones or ink cartridges at this time. It was decided that the recycling company we had contracted with was not providing an appropriate level of service. Should you have a client that has collected items that need to be recycled, we suggest that you contact a firm of your choice from the internet that recycles these items. If ABC Fundraising can identify a firm that meets our standards of service we will promptly promote this service again. Providing fundraising options that have a beneficial impact on the environment is very important to ABC Fundraising. We appreciate your understanding and let us know if we can be of assistance in addressing the need of your clients.