

Fund-Raising Options

Fellows Creations, Crafts and Gifts (FCCG) offers 3 different fund-raising options:

1 - Catalogue Distribution with Rewards

Fund-raisers use catalogues and collect orders for products. Sales based rewards are given to the fund-raisers as a thank you for their efforts. This option will encourage fund-raisers to work harder to get rewards, but the organization must use part of its profits to cover rewards. This is a great method for a school or a daycare.

2 - Catalogue Distribution without Rewards

Similar to option 1, but without the rewards. The organization saves the costs of the rewards, but the fund-raisers may not work as hard to raise money. This is a great method for smaller groups raising money for a purpose—i.e. a school band or sports team that wants to travel to an event.

3 - Display Merchandise Sales

"Kits" of merchandise are purchased at a discount from FCCG and displayed at special events. You keep any profits from the sales. Any leftover items may be saved for future events or raffled off at the end of the event or at a later time. This option is great for parent-teacher interviews, school dances, church bazaars, etc.



**Contact us now
for a free sample
fund-raising kit!**



Examples of products available during previous fund-raisers.

Fellows Ceations, Crafts & Gifts

**51 Hildebrand Crescent
Fredericton, NB
E3A 4W8**

**Phone: (506) 450-9890
E-mail: Lorifellowsca@yahoo.ca**

**Fellows Creations,
Crafts & Gifts**

**FUND-RAISING
INFORMATION**



Tel: 450-9890

Fund-Raising Details and Calculations

Catalogue Distribution Details

All profits are shared EQUALLY between FCCG and your organization. The profit is determined after ALL EXPENSES for the campaign have been totaled and subtracted from the funds collected.

There are a number of catalogues available for use in fund-raising. The Town Square catalogue is specifically designed for fund-raising. It has a larger profit margin built into the prices and has a limited number of items. The Big Value Book has a larger selection of items than Town Square and everything in the catalogue is priced at or below \$20. In the fall, a Christmas themed catalogue is available. Other catalogues are also available throughout the year focusing on decorative items, candles, kitchenware, etc. Please ask for our current catalogue selection.

If you choose to offer rewards, a number of different toys, novelties, gifts are available. Rewards can be tailored to meet any age range. We can also work with you to design a rewards flyer.



Examples of available catalogues

Calculation for Catalogue Distribution

Assume 400 students with sales of \$10 each, using the Town Square Catalogue. (Town Square catalogues are from the U.S. so an exchange rate must be applied). This is a very conservative estimate. Sales are generally much higher than this for this number of students! Estimated cost of catalogues \$0.75/student, (this cost varies depending on the number of students and the catalogue selected).

Total Collected (400 X \$10)	\$4000
Cost of merchandise	\$1000
Cost of catalogues & forms	\$ 300
Shipping	\$ 450
Total Expenses (\$US)	\$1750
Total Expenses (\$Cdn) (rate 1.25)	\$2187.50
Total Profit	\$1812.50
Your Share	\$906.25

That's 22.6% of the sales! Higher sales, would mean higher profits, as the cost for catalogues & forms would remain the same. Double the sales (very likely) and your share would increase to \$2,281.25—that's 28.5%.

Your Share With Rewards (~5% of sales) **\$806.25**

The rewards are subtracted before the profits are divided! When rewards are offered, sales increase, so a higher profit than the example would likely be realized!

Contact us for a sample Catalogue Distribution Kit. It includes a sampling of catalogues from previous campaigns and a collection kit (envelope & order form).

Display Merchandise Sales Details

Pre-selected discount "Kits" of merchandise from the fund-raising catalogues are available for purchase—these "kits" will give the best profit margin. "Kits" change throughout the year to match the seasons. Products of your choice may be ordered from the catalogues, in place of "kits", at a slightly higher rate. There is also an option to "mix & match" items from FCCG's current inventory. It contains items from the current catalogues, as well as merchandise from a number of other sources.

For additional funding, you may want to have a few catalogues on hand and take orders. Profit from any orders would be split following the Catalogue Distribution format.

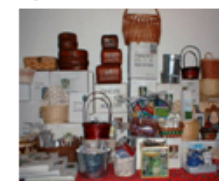
Another option would be to use the kit for display, in conjunction with the catalogues and a raffle. Take orders for the products, sell tickets and raffle off the display items.

Calculation for Display Merchandise Sale

For the calculation, a "pre-selected kit" was ordered. The profit margin for each "kit" will vary slightly, this is only an example.

Retail Sales	\$150.00
Cost of Kit	\$100.00
Profit	\$50.00

That's 33.3% of the sales, and the profit is all yours!



Example of merchandise in a "mix & match kit"