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Tupperware Fund Raiser Programme

What's a Fund Raiser?

A Fund Raiser is an opportunity for a non-profit Organization or group to sell Tupperware Products for profit.

How does it work?

1. You do an initial presentation of the programme and product demonstration to the Organization and distribute Fund Raiser catalogues and envelopes to every member.
2. Members show the Fund Raiser catalogue to their friends, family and people they know encouraging them to purchase Tupperware® products to support their Fund Raiser event.
3. You tally up all the orders, place your order with Tupperware, pack-out the products by member and deliver the products to the Organization.
4. On delivery you present the Organization with their profit cheque. Profits are 40% - calculated on the total Fund Raiser price (not including taxes). This profit only applies on sales generated from the Tupperware Fund Raiser catalogue.
5. You receive sales credit on the Sales Force Net Retail which is the difference between the Fund Raiser products sold less the Organization profit. This is also the sales base used to calculate your gross commission.

<i>Fundraiser Price</i>	<i>\$20.00</i>
<i>Less: 40% to Organization</i>	<i><u>(\$8.00)</u></i>
<i>Equals: Sales Force Net Retail</i>	<i>\$12.00</i>

Use the Sales Force Net Retail of \$12.00 to Calculate:

	Consultant Profit -25%
<i>Sales Force Profit</i>	<i>\$3.00</i>

Tupperware Fund Raiser Programme

What's in it for you?

1. Incremental sales – Add Fund Raisers to your regular schedule. Plan at least one per month.
2. Great earning potential – Full gross profit is paid to you based on Fund Raiser sales after the profit is paid to the Organization. This sales base is called the net Sales Force retail amount.
3. You'll receive Sales Credit on the net Sales Force retail amount. This is the sales amount that is eligible for recognition and credited towards challenges and awards. This is the amount you boast about at your Sales Rally and report to your Manager.
4. New contacts.
5. Opportunity to develop repeat business with both the Organization and individuals.

Your Incremental Sales and Gross Income Potential –

- Customer Average order is \$50
- Each member is encouraged to collect 10 orders

Number of Members each collecting 10 orders – \$50 average order	Total Fund Raiser Sales	Organization Profit 40% of Fund Raiser Catalogue Sales	Your Sales Credit Sales Force Net Retail	Consultant Profit 25% of Sales Force Net Retail
10	\$ 5,000.00	\$2,000.00	\$3,000.00	\$ 750.00

Tupperware Fund Raiser Programme

What Support Material will I need?

1. Tupperware Fund Raiser Catalogue
 - Features a BIG selection of exclusive products & regular line Tupperware products
 - Customer Order Form is in the catalogue or provided separately, no credit cards are accepted from fund raiser orders, cash or cheques payable to the organization.
2. Fund Raiser Payment Collection Envelope with instructions for the members about how to gather orders, completing the order form and space to create a contact list.
3. Product Samples to demonstrate at your initial meeting and kick off meeting.
4. Fund Raiser Consultant Order Form with expanded payment section.
5. Print labels to attach to Catalogue Cover ...Communicating the Fund Raiser Event , Order Dates, Consultant Name, number, email & web site

Support ABC Daycare Fund Raiser Event
Orders due by: June 30, 2004

Your Tupperware Fund Raiser Specialist
Mary Smith 905-478-8965
Email: marysmith@my.tupperware.ca
Web Site: <http://my.tupperware.ca/marysmith>

Note: The Fund Raiser Catalogue products are only sold through Fund Raiser Events.

Tupperware Fund Raiser Programme

What's in it for Organizations?

1. Teaming up with Tupperware... Extraordinary Products, Great Service, Lifetime Warranty and Quality Guarantee – a name that everyone knows, a product that has stood the test of time.
2. Great profit ... 40% of all orders placed from the Fund Raiser Catalogue.

Tupperware Fund Raiser Programme	Other Fund Raisers – Chocolate Bar Sales, Cheese, Cookies, Wrapping Paper etc.
Customer average order \$50.00	Customer average order \$3.00 - \$10.00
Fund Raiser Profit: \$20.00	Fund Raiser Profit: \$1.20 - \$4.00*

Higher profits earned with Tupperware®... Customers tend to buy more!
*check with your local Fund Raising companies for exact profits per order.

3. Everyone has a need for Tupperware® products.
4. No cash outlay for the Organization.
5. No extra fees for customers - except \$3.95 handling charge on Fund Raiser Catalogue orders.
6. Tupperware Consultants are trained professionals to help Organizations earn profits quickly and easily. Our 4-step success plan is a time saver for Organization's Fund Raiser Co-ordinators – Tupperware Consultants look after all the details....
7. Professional product demonstration to motivate members and their support.
8. Tupperware Fund Raiser catalogue featuring exclusive & regular line Tupperware® products designed to give Customers a HUGE product selection. Collection envelopes are included with tips and ideas for members. These packages are distributed at the kick off meeting.
9. Two weeks later... Members submit their envelopes with payments & orders. The Tupperware Consultant arranges a pick up time with Fund Raiser Co-ordinator.
10. Within 4 – 6 weeks ... the Organization's profit cheque is delivered along with each members' order – packaged, including their order form for easy sorting and delivery to friends and family. No extra work for the Organization.
11. We offer a unique follow up customer service. Not only are our products covered by the lifetime warranty, we also offer personal service to be sure that everyone is satisfied with their order.

Tupperware Fund Raiser Programme

What Organizations should I approach to hold a Fund Raiser?

Begin by creating your contact list of the Organizations that you, your friends and family belong to. It's always easier to start with the people you know... just like when you started your Tupperware career by holding your Training Party.

Your Party hosts and customers can give you new possibilities for Fund Raisers.

Referrals... let everyone know you're a Fund Raiser specialist

Organization Thought Starters...

- Corporations, Companies or Businesses
 - Employee Gifts – Service Awards, Recognition
 - Holiday or Special Occasion Gifts
 - Sales Incentive Programmes
 - Thank-you gifts
 - Charity efforts like United Way Days
- Day Care, Child Care, Home Care centres
- Schools, Pre-schools – both public and private
- Churches & Women's Groups
- Youth Groups
- Sports Groups – (i.e. travelling teams, house league – any age group)
- Art Groups
- Civic Improvement Associations
- Groups devoted to specific health concerns (i.e. Heart & Stroke, Diabetic Assoc.)
- Women's and Children's advocacy groups (i.e. MADD, FACS)
- Social Organizations (i.e. Girl Guides, Boy Scouts)
- Ethnic Groups
- Specialized Hobby Interest Group
- Singles and Seniors Groups
- Local Hardship Family
- Local community efforts (i.e. Hospital expansion, new Library)

The list is endless... Everyone today is Fund Raising for a cause and to create community awareness!

Imagine the possibilities... once a Fund Raiser Customer... Always a Tupperware Customer!

Tip when contacting High Schools...

Contact the specific club or group within the school. Ask for the teacher advisor of the club – (Rowing, Music, Drama, Debating, Swimming, etc.) and set up an initial meeting.

Usually every club/group has an Executive Committee of Students. They welcome Fund Raiser Opportunities to help pay for trips, events and equipment.

Tupperware Fund Raiser Programme

8 - Steps to Successful Fund Raiser Events

- I. Your initial approach – in person or by letter
- II. Your follow-up call
- III. Initial meeting with the Fund Raiser Co-ordinator
- IV. Planning the event with Executive Group or Fund Raiser Co-ordinator
- V. Kick Off Meeting with the Organization's members
- VI. Order Collection Day and Placing your order
- VII. Product Pack-out, Profit Cheque and Delivery
- VIII. Follow-up with every Customer – your way of thanking the customer to ensure product satisfaction plus your opportunity to build rapport and offer Recruiting, Dating or being a Tupperware customer.

Think about it...

In today's world how many times do you receive a compliment call for a purchase you've made? Imagine how great you'll make people feel and the future business that will be generated when you take the time to positively call everyone! As the sales leader of your business... the follow-up step is essential to develop new business contacts. How many times have you looked through your Datebook and quietly said, "I need new blood in my business – new opportunities to Recruit, new Parties to date from, I'm tired of calling the same people all the time!"

***"If you always do what you've always done
You'll always get what you've always got!"***

Tupperware Fund Raiser Programme

I. *Your Initial Approach*

- Do your homework first ...
 - What does the Organization do?
 - Why do they need extra money?
 - How much money are they looking for?
 - How many members does the Organization have?
 - Who is the Fund Raiser Co-ordinator?
- Make contact in person, by phone or by letter.
- Prepare a Fund Raiser Information Package inside a Tupperware Folder to leave behind after your initial contact.
 - Fund Raiser Catalogue
 - Collection Envelope
 - Benefits to the Organization – see reproducible support section of this guide
 - Covering letter– see reproducible support section of this guide
 - Your Business Card – indicate that you are a “Fund Raiser Specialist”
- Sell the benefits to the Organization.

How to use your Fund Raiser Information Packages...

- *Hand out to interested Guests and Hosts at your Parties*
- *Hand out when contacting organizations individually, either in person or by mail*
- *Include in a mass mailing of the Catalogue*
- *Fund Raiser Catalogue in Host Party Planner Envelope*

Fund Raiser Lead Tips

...When you see a car wash, bake sale or Fund Raiser type event stop and give them a package
...Watch your local TV community calendar/non-profit advertisements for Fund Raiser Events
...Read your community newspaper calendar of events too!

- Tell everyone you are a trained Tupperware Fund Raiser specialist

“This will be the easiest Fund Raiser you’ve ever had! As a trained Fund Raiser specialist I’ll be helping you plan a very profitable event. Your Organization receives 40% of the Fund Raiser catalogue sales. It’s easy to promote because everyone knows and needs Tupperware! I’ll provide all the supplies needed. Our Fund Raiser catalogue allows you to take orders wherever you are. Delivery is so easy – every members’ order is packaged, so there is no extra work on your part. And because our average order is about \$50, your profits add up really fast!”

Tupperware Fund Raiser Programme

II. *Your Follow-up Call*

- Your objective is to have a face to face meeting with the Fund Raiser Co-ordinator or the decision maker of the Organization.
- If your initial contact is a mailing or with someone other than the Fund Raiser Co-ordinator, you need to make a follow up call within 2 – 3 days after the information package has been received.
- Be proactive – don't wait for Organizations to call you... Your information package doesn't sell the idea of a Tupperware Fund Raiser – you are the expert!

"Hi my name is _____, your Tupperware Fund Raiser specialist. Have you received my information package? I'd like to set an appointment with you to explain why so many Organizations today are excited about our new programme. Do you have some time in your busy schedule to see me today or tomorrow?"

How to respond when the Fund Raiser Co-ordinator says something like,

- "We've tried Tupperware before and we found we didn't make much money compared to other programmes."
- "We have all our Fund Raisers lined up for this year."
- "I've read over your package and we'll call you when we're interested."
- "Our committee makes Fund Raiser decisions, I'll present your information package at our meeting and get back to you."

"I understand why you might feel the timing isn't right for a Tupperware Fund Raiser right now, however it will only take me about 20 minutes to explain our new Tupperware Fund Raiser Programme, one that I know will be very profitable for your Organization. With the number of members you have, you have the potential to raise \$_____. Can we set up a time this afternoon or tomorrow morning to meet? You're under no obligation to make a final decision... I just want to be sure you know about the time savings we can offer to you – the Fund Raiser Co-ordinator, and the profits your Organization can earn with our new programme."

Tupperware Fund Raiser Programme

III. Initial meeting with the Fund Raiser Co-ordinator

What to bring?

- Fund Raiser Information Package
- Organization Earning Potential Chart – reproducible support section
- Tupperware Fund Raiser Planner – 2 copies – reproducible support section
- Tupperware Fund Raiser Product Samples in a kit bag
- 5 – 10 Fund Raiser Catalogues & Envelopes
- Token gift

Your Objective:

- Explain the Fund Raiser Programme and the benefits to the Organization
- Gain commitment or interest in scheduling an event
- Show the products with a light demonstration (if needed to gain commitment)
- Plan the event or schedule another Fund Raiser presentation to the entire Executive Committee

Tupperware Fund Raiser Programme

IV. Planning the Event with Executive Group or Fund Raiser Co-ordinator:

- Once the Organization gives you the “yes” finalize all the details by using the Fund Raiser Planner.
- The Fund Raiser Planner details important information needed by both you and the Organization – 2 copies will be needed.
- Be sure to allow enough advance planning time before the Fund Raiser kick off meeting date. You need lead time to prepare materials and the Organization needs time to advertise to their members.

Fund Raiser Planner Overview:

- Names and Addresses of the Organizations’ contacts
- Number of members (for Catalogue & envelope packages)
- Organization profit goals
- Important Dates and Locations
 - Kick off Meeting
 - Duration of the Fund Raiser event
 - Due dates for orders and payments
 - Delivery dates
- Profit Cheque
 - Correct name on the cheque
 - When the cheque will be issued
- Signatures by both you and the Fund Raiser Co-ordinator

Tupperware Fund Raiser Programme

V. *The Kick Off Meeting with the Organization's members*

- This meeting is critical to the success of the Fund Raiser.
- It is your chance to coach the members of the Organization who will actually be selling.
- This meeting is so important that many Consultants and Managers will not hold a Fund Raiser event unless they meet the members. Who can better share the benefits of the Fund Raiser Tupperware® products other than you?

What to prepare?

- Two Fund Raiser Catalogues & envelope for each member
 - Use a Poly Hang on Bag for Catalogues & Envelope
 - Extra Packages for the Fund Raiser Co-ordinator for members not attending
- Your Fund Raiser Tupperware® product kit
 - Table Cloths
 - Products
- Your product demonstration and presentation – Your enthusiasm and excitement will motivate the members and help the Organization meet their goals.

Tupperware Fund Raiser Programme

Holding the Kick Off Meeting:

- Consider the kick off as a very special demonstration where you motivate the members to do the kind of selling you'd normally do.
- Plan on 20 – 30 minutes during a regular scheduled meeting or a separate gathering, which ever works best for the Organization. Timing it with a regular meeting works well because the members are already planning to attend.

Tips for a successful Kick Off:

- Highlight the benefits of their Fund Raiser with Tupperware – the money they'll earn by everyone's participation.
- Excite the members with a dynamic Tupperware® product demonstration giving useful suggestions and ideas including the types of people who'd most benefit from the product. You are training them just as you would a new Consultant starting their Tupperware career.
- Use props during your demo to create a visual
- Remind them about the Lifetime warranty and quality guarantee, and your continuing customer service even after the Fund Raiser. The members need to share this with their potential customers who may not be familiar with Tupperware® products and the service you provide.
- Help the members create their contact list on the outside of their envelope – encourage them to write at least 20 names during the meeting.
- On a flip chart (if available) show the members how the Organization will financially benefit from everyone collecting ten average orders of \$50 – get everyone's buy-in to work towards the Organization's goal.

Cover the Details:

Hand out the Fund Raiser Packages

- After your Demonstration review the details:
 - Explain the payment procedure
 - Explain the order form
 - Review the order collection date
 - Remind them should they need extra materials they can contact their Fund Raiser Co-ordinator.

Tupperware Fund Raiser Programme

VI. Order Collection Day & Placing your Order

- Your methods of handling orders and payments are similar to what you do for a Party. However since others have taken the orders you'll want to review all cheques and credit card payments carefully. Be sure the Organization members' name is indicated on the order form.
- Set the date for collecting orders and payments two weeks after the kick off meeting.

Placing your Order

- Check each return envelope to be sure that orders and payments match up. In case of any variation contact the member as soon as possible to correct any errors.
- Record each member's sales on a summary Sheet and tally up the Fund Raiser Sales and calculate their profit.
- Make a copy of every order form for your records and attach to your copy of the summary Sheet. When it's time to pack out the order you'll be returning the members original order form so that they will be able to distribute the products to their customers.

Tupperware Fund Raiser Programme

VII. Product Pack-out, Profit Cheque and Delivery

- Fund Raiser delivery days are doubly exciting because you're bringing both products and the profit cheque.
- You'll pack-out the Organization members' orders as one customer order. Every member can separate their order to distribute to their customers since you've enclosed their original order form. Less work for you!
- Using your Party Record Sheet go through the orders with the Fund Raiser Co-ordinator to ensure that there is an order for each member. Leave a copy with the Fund Raiser Co-ordinator for their records.
- Present the profit cheque to the Fund Raiser Co-ordinator or better still all of the Organization's members (if they are available), along with your thank you note. During this presentation be sure to recognize the top sellers and the Fund Raiser Co-ordinator.
- Ask for and collect any unused literature from the Organization.
- When setting the Delivery date allow yourself enough time to place your order, receive, check and pack-out the products. Allow yourself an additional ordering day should you need to reorder any items you missed when placing the first order. You'll want to avoid delivering partial orders – it is not a good business practice.

Tupperware Fund Raiser Programme

VIII. Follow up with every Customer

- When the Fund Raiser is over, your opportunity to build your business with fresh leads has just begun.
- 1. Send a personal Thank you note to each member of the executive committee of the Organization. This builds rapport with the entire Organization for future Fund Raiser events. The same person may not be the Fund Raiser Co-ordinator the next year.
- 2. Contact the Fund Raiser Co-ordinator to pencil in the date for the next Fund Raiser Event. Don't limit yourself to an annual event, some organizations hold more than one Fund Raiser drive per year
- 3. Make sure that all members are satisfied with their orders. You want to keep in mind that customers may exercise their option under the "Buyers Right to Cancel", as indicated on our regular customer order form used at Parties.
- 4. The members who collected a lot of orders are perfect for Tupperware. Invite them to hear about our flexible earning opportunity.
- 5. Call individual customers and set appointments to share the benefits of Tupperware – Recruiting, Dating and becoming a Customer.
- 6. Add customers who were hard to reach by phone to your monthly brochure mailing list – create an opportunity to follow up if you were unsuccessful at the close of the Fund Raiser.

"Hi _____, this is _____ from Tupperware. I wanted to call you and thank you for your support with _____ Fund Raiser event. With your help the Organization raised \$_____. I'm going to be in your area and I'd like to pop by and thank you in person and talk to you for a few minutes about Tupperware. Will you be home tomorrow morning or would tomorrow afternoon be better for you?"

Set the appointment – bring a token gift
Share the benefits of Tupperware Recruiting, Dating and becoming a Customer.
Ask for referrals... You never know who you'll Recruit and Date. Bring Recruiting and Party Host Incentives with you to create excitement with our current offers.

Tupperware Fund Raiser Programme

Benefits for Organizations, Members and Customers with the Fund Raiser Programme

Easy for members to present to customers.

1. Exclusive Product and Regular Line Products featured in a beautiful Catalogue with easy to complete order form & credit card payment. No need for extra forms or detailed instructions.

2. Payment Collection envelope has selling and ordering tips specific to Fund Raisers pre-printed to help members communicate the programme to their customers.
 - The reverse side features a place to create a contact list with thought starters of who to contact.

 - Once the member creates their contact list they usually follow through.

The Tupperware Products selected for the Fund Raiser programme are only available for purchase through a Fund Raiser Event only.

Products shown in the catalogue are not available for purchase through Parties, Mall Carts or any other sales activities.

Encourage members to show the catalogue to everyone. When customers say, “I have so much Tupperware...” Communicate that they should not be discouraged with this comment but look at the opportunity to offer exclusive products only available through their Fund Raiser event.

Tupperware Fund Raiser Programme

Optional Promotional Incentives

You'll want to decide together with the Fund Raiser Co-ordinator whether or not to offer gifts to the sellers for participating in the event. Gifts can be provided by you or by the Organization. Your Director will help you with some gift ideas or methods of rewarding the sellers.

Business Building Ideas from Successful Consultants:

- Provide incentive gifts and drawing tickets for:
 - 1 Ticket for each participant and/or 1 Ticket for every \$100 in sales
or
 - Provide an incentive gift for the top seller
- School Fund Raiser Events – Pizza Party for the top selling class

Dating Coupon Idea

To help you draw everyone's attention to the fact that your main business is holding Tupperware Parties you may like to include Party Dating Coupons; both in members packages to give to customers when placing their order, and another, as a reminder with the packed out product.

During your kick off meeting review the coupon with the members and ask them to pass one to anyone interested in holding a Tupperware Party.

You could also include an incentive for the Organization to help you date by offering to pay them \$5.00 for every Party dated once the Party is held.

Included in this package is a Dating Coupon sample idea offering 25% off any one catalogue item for Hosts dated through the Fund Raiser event. When reproducing this coupon use coloured paper to help draw attention to your offer.

Any promotional incentives are at your discretion and your cost. These are business building ideas shared by successful Tupperware Consultants.

Reproducible Support

The following items have been provided for your use when preparing for your Fund Raiser meetings and events

1. Benefits for Organizations
2. Sample of an Introductory letter
3. Organization Earning Potential Chart
4. Tupperware Fund Raiser Planner
5. Dating Coupon
6. Business Catalogue – Promotes Tupperware Fund Raiser Catalogue
7. Consultant Fund Raiser Order Form
8. Cross Reference List