



# FUNDRAISING coordinator's GUIDE

**How to earn 25% profit and reach  
your fundraising goals faster!**



## Here's how you can earn 25% fundraising profit on gift-ready holiday chocolates.

- Register or sign in at **fundraising.purdys.com** to create your fundraising campaign and reserve your delivery date.
- As coordinator, you can invite anyone to join your campaign.
- Invite your supporters to browse our catalogue and order their chocolate gifts either online or through paper forms.
- You only need to sell \$1,000 (pre-tax) as a team to earn 25% fundraising profit.
- With every \$1,000 minimum order, you get a bonus Purdys gift card or chocolates.
- Qualifying orders over \$5,000 can also earn an additional 2.5-5% rebate, which increases your fundraising profits!

### TEAMS FEATURE

Easily track profit by team, student or classroom. We've done the math, and fundraisers who've already used our Teams Feature saw a 65% increase in their sales!

For Support Materials, visit  
**fundraising.purdys.com**

## IMPORTANT DATES

### REALLY EARLY BIRD DEADLINE

Submit your orders by **November 2nd** and you could win Chocolates for a Year, valued at \$350.

### EARLY BIRD DEADLINE

Submit your orders by **November 16th** and you could win a \$500 Purdys gift card.

### SUBMISSION DEADLINE

All orders have to be submitted by **November 26th**.

### ORDER DELIVERY DATES

**November 23rd to December 11th**  
(depending on when you've submitted your order. Delivery on weekdays only).



CANADA'S CHOCOLATIER SINCE 1907

