



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 tasty gift-ready Easter chocolates.

- Register or sign in at **fundraising.purdys.com** to create your Easter fundraising campaign and reserve your delivery date.
- As a Fundraising 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 \$500 (pre-tax) as a team to earn 25% fundraising profit.
- With every \$500 minimum order, you get a bonus Purdys gift card or a 10 pc Mini Hedgehogs gift box.
- Qualifying orders over \$4,000 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

### EARLY BIRD DEADLINE

Submit all of your orders by **March 13th** for a chance to win a Chocolate Journey Lite Box.

### FINAL SUBMISSION DEADLINE DATE

All orders have to be submitted by **March 31st.**

### ORDER DELIVERY DATES

**March 23rd to April 7th** (depending on when you've submitted your order. Delivery on weekdays only.)



CANADA'S CHOCOLATIER SINCE 1907



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