

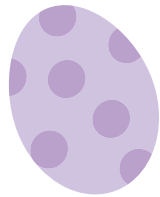


FUNDRAISING

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 team.
- 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 \$15 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 8th** for a chance to win a \$200 Purdys Gift Card.

FINAL SUBMISSION DEADLINE DATE

All orders have to be submitted by **March 24th**.

ORDER DELIVERY DATES

March 15th to 30th (depending on when you've submitted your order. Delivery on weekdays only.)



CANADA'S CHOCOLATIER SINCE 1907

