



Team ChallengeTM Fundraising Overview



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I. Program Overview

Shop For Missions has only one goal: To make it easier for mission based nonprofit organizations such as schools, ministries, and charities to raise funds above current donations, tuition and programs.

Shop For Missions' fundraising programs, Shop For Fundraising, make it easy to attract support from individual consumers and businesses (supporters) while providing risk-free funding for your nonprofit organization. We provide funding in the following ways:

- Team Challenge™ Fundraiser - A traditional team based fundraising drive
- Easy Reach™ – A fundraising stimulation program
- Event Companion™ – A perfect complement to fundraising during an event

This document highlights the features, benefits and process for our customizable, Team Challenge™ Fundraising Program.

A. Team Challenge™ Fundraiser Description

The Shop For Fundraising Team Challenge™ fundraiser is easy and efficient. Your organization enlists volunteers to sell products from our online store, ShopForFundraising.com, that features over 2,000 products that businesses and consumers purchase on a recurring basis. Catalogs can also be used that feature some of the most popular products

Products include:

- Photo, copy, and colored paper
- Pens, pencils and highlighters
- An assortment of labels, envelopes, packing tape and boxes
- Binders, report covers, dividers and folders
- Desk accessories, lamps, picture frames and safes
- Home products like cleaning supplies and trash bags
- Furniture including chairs and filing cabinets
- Technology-related products like batteries; computer mice, keyboards; computer screen protectors; USB, CD and DVD storage devices
- Equipment like shredders, phones, PDAs, and calculators

We offer products for all occasions like "Back to School", graduation, holidays and birthdays. Our products can be used for the home, office and for gifts. See our



product catalog and online store at ShopForFundraising.com for all the practical products we offer.

Our approach creates a win-win for all involved by providing your supporters with a market competitive solution for products they need and currently purchase, while enabling them to support their favorite mission, church, or non-profit organization.

B. A Fair Deal

Your Supporters get a fair deal while helping support your mission. They buy only what they need without overpaying. Our Products are offered to your supporters at market prices while returning significant proceeds to your organization.

A companion list of over 500 items currently highlighted in our fundraiser campaign is available that compares our prices to the online prices of top national retailers. This list also details the profits you should expect, by item, from your supporter’s purchases. This information forms the basis for the transaction level data you will receive with your periodic profit statement and donation check. Please request the companion list from you fundraising consultant.

C. Funding Potential

Your organization receives a donation equal to 100% of the net profits from all your supporters’ purchases. Proceeds currently average 12% to 20%, depending on the product mix and delivery preference.

Example: 4-week Team Challenge™ Fundraising Program

Donations equal 100% of net profits
Average net profit = \$12 per \$100

| Volunteers | Avg. # of Sales | Avg. Order Amt. | Total Purchases | Funds Raised |
|------------|-----------------|-----------------|-----------------|--------------|
| 60 | 10 | \$100 | \$60,000 | \$7,200 |
| 250 | 10 | \$100 | \$250,000 | \$30,000 |
| 1,000 | 10 | \$100 | \$1,000,000 | \$120,000 |



D. Fundraising That Keeps On Giving

Our program is often referred to as the “fundraiser that keeps on giving”. As an extension of our Team Challenge™ fundraiser program, we offer supporters the opportunity to continue converting their shopping into giving beyond the designated campaign period.

For supporters choosing to continue to convert their shopping into giving, we offer online access of over 2,000 products via the ShopForFundraising.com secure, web-based online store. We send supporters information on featured products, specials and sales via e-mail and other forms of communication.

The following example illustrates the ongoing funding potential your organization can realize with the Shop For Fundraising marketing program.

**Example: On-going Funding
From Your Shop For Fundraising Program**

Donations equal 100% of net profits
Average net profit = \$12 per \$100

| # of Supporters | Avg. Purchase | # of Orders/Year | Total Purchases | Funds to your organization – Annual/(5 Years) |
|-----------------|---------------|------------------|-----------------|--|
| 100 | \$100 | 4 | \$40,000 | \$4,800/(\$24,000) |
| 250 | \$100 | 4 | \$100,000 | \$12,000/(\$60,000) |
| 500 | \$100 | 4 | \$200,000 | \$24,000/(\$120,000) |
| 1,000 | \$100 | 4 | \$400,000 | \$48,000/(\$240,000) |
| 2,000 | \$100 | 4 | \$800,000 | \$96,000/(\$480,000) |

Please note: Any supporters that do not wish to receive emails from Shop For Fundraising will be able to easily opt out of the program.

D. Comparison to Traditional Fundraisers

The chart below compares traditional fundraising programs with the Team Challenge™ Fundraising approach.



Traditional Fundraising vs. Shop For Fundraising’s Team Challenge™ Fundraising Program

| | Traditional Fundraiser | Team Challenge™ Fundraiser |
|-------------------------------------|---|---|
| Income | During campaign period only | Funding continues after campaign period |
| Product Selection | Limited | Extensive product selection for businesses and consumers |
| Product Inventory | Advance or minimum purchase commitment | No fees or upfront purchases required |
| Product Distribution | Organization’s responsibility | Handled by Shop For Missions |
| Handling Money | Requires staff and volunteers to handle payments including cash | Payments processed by Shop For Missions |
| Support after the fundraiser period | Not Available | Year-round marketing to supporters for ongoing funding beyond the fundraiser period |
| Target Supporters | Consumers | Business And Consumers |



II. Program Details

The key to a successful fundraiser is the upfront organization and preparation.

A. Organization

1. Appoint a captain and/or administrator to work with a Shop For Fundraising consultant. A description of fundraising coach expectations can be found in **Attachment 4**.
2. Volunteers are solicited by your organization. A description of volunteer/participant instructions can be found in **Attachment 5**.
3. Volunteers attend a Fundraising Team training event where your organization's mission, vision and fundraising goals are communicated. Each volunteer receives a Fundraising Campaign Kit containing full instructions, materials and a description of prizes.
4. If your organization chooses the option to handle product distribution, some volunteers will be assigned to that role.
5. Volunteers are assigned a specific participant code so their efforts can be tracked. Share their code with purchasing supporters whether they purchase online or via an order form.
6. During the campaign period, volunteers will encourage online orders at ShopForFundrasing.com or via a catalog with a paper order form. Volunteers can easily solicit support from outside your local community, as orders can be delivered anywhere in the United States. With our online store those orders are only an email away.
7. If your organization chooses to process order forms in addition to online orders, administrators are responsible to collect all orders and track sales for each participant or volunteer. Orders are to be collected and forwarded to Shop For Missions with a consolidated check for payment.



8. Volunteers receive periodic progress updates showing their online customer activity. These updates are provided by the Shop For Fundraising consultant based on actual orders processed online.
9. At the end of your campaign, participants receive a final report and notification of any awards or prizes. Ideally, all volunteers are invited to attend a thank-you event where final fundraising results are communicated and prizes are awarded.

B. Engage Volunteers

Every successful fundraiser needs an army of eager volunteers as selling ambassadors for the cause. Your volunteers may range from children (and their parents) to retired seniors. For greatest success, volunteers should be recruited from all areas of your organization – from your Board of Directors, staff and members. Shop For Missions will help your organization define the pool of volunteers.

A campaign volunteer's primary role is to promote your fundraising program and its benefits to as many individuals as possible during the fundraising period. They will have access to a variety of opportunities:

- Personal networks: family, friends, neighbors and work colleagues
- Meeting venues: school, social and business events
- Sales Channels: email, face-to-face, phone, newsletters, announcements, press releases, web sites

A Shop For Fundraising consultant will strategize with you regarding the appropriate incentives that can be used to encourage your volunteer pool to be as effective and motivated as possible. They will balance effectiveness with ensuring efficient program costs. Ideas include:

- Prizes for most sales generated
- Recognition in newsletters or during special events for various levels of participation
- Creation of a Hall of Fame poster or plaque that can be prominently displayed
- Letters of recognition mailed to your pool of supporters

C. Fundraising Timeline

The following fundraising timeline provides flexibility.

| Step | Timing to Campaign Launch | Planning Activities |
|------|---------------------------|--|
| 1 | Pre- launch | Strategy discussion with a Shop For Fundraising consultant |
| 2 | Pre-launch | Finalize Profile Form (Attachment 1) <ul style="list-style-type: none"> Decide campaign goal and funding mission Identify Campaign Sponsor and Administrator Define and identify volunteer/participant pool (Attachment 2) Set campaign launch date Choose product delivery option Pick incentive plan |
| 3 | 4 weeks prior to launch | Administrative Set Up <ul style="list-style-type: none"> Shop For Fundraising sets up tracking system Establish product delivery dates (if organization chooses to handle distribution) Customize fundraising materials as required (Attachment 3) Begin communications from organization leader |
| 4 | 2 weeks | Solicit volunteers/participants for Fundraising Team |
| 5 | 1 week | Training for Fundraising Team Participants/Volunteers |
| | Launch Date | Campaign officially begins |

| Step | Campaign: 4 weeks | Campaign Activities |
|------|-------------------|---|
| 1 | Weekly | Reminder communications from organization leader to Volunteers/ Participants Consolidate orders for delivery schedule (if organization chooses to handle product distribution) |



- 2 2 weeks to close **Provide reminder to Volunteers/ Participants**

- 3 Closing week **Email final instructions to Volunteers/ Participants**

- 4 2 weeks after close **Collect all order forms**

Shop For Missions arranges return of any products that have not been picked up (if organization chooses to handle product distribution)

- 5 4 weeks after close **Shop For Fundraising consultant provides preliminary consolidated report**

Organization leader communicates fundraising program results

Thank supporters while encouraging additional purchases via ShopForFundrasing.com.

Shop For Missions provides final report and donation payment

Awards ceremony and acknowledgements

Communication from organization leader about campaign results and ongoing support

Your Fundraiser Continues
ShopForFundraising.com begins email promotion to your supporters. Your organization receives quarterly donations equal to 100% of net profits from every purchase along with detailed transaction reports!!

D. The Sales Process

Volunteers are encouraged to solicit as many potential customers or supporters as possible to maximize the effectiveness of the fundraising program. Details regarding the volunteer’s role and responsibilities can be found in **Attachment 5**.

The following are required to maximize the effectiveness of the fundraising program:



- Volunteers are encouraged to ask customers to purchase the suggested spending amount that will be jointly decided by the coach and/or administrator.
- Each volunteer will be given a Participant Code to be identified for each order. The participant code will be input by a customer or supporter when they complete an order online and/or when they complete an order form.
- Volunteers should be encouraged to persuade customers or supporters to use the online store at ShopForFundraising.com. This will reduce the administrative burden of your organization and allow customers to receive products faster, allow customers to use a credit card and eliminate handling money and/or checks.
- When using order forms:
 - All forms should be filled out by each supporter using the unique product item number that is found in the catalog. Supporters should be encouraged to fill out the form, order as much product as possible and provide the completed order form with an appropriate payment to the volunteer.
 - Volunteers receive payments accompanied with the order form. All manual order forms must be provided to the fundraising administrator or coach. The Administrator then screens all orders for accuracy and consolidates payment such that Shop For Missions receives one payment either by check or credit card from your organization. (Checks made payable to Shop For Missions LLC)
 - Shop For Missions will receive the order forms, process all payments, ship all materials to the designated delivery address and provide reporting to the administrator that will include processed manual order forms as well as all electronic orders.
- Volunteers are encouraged to suggest that their supporters continue to support the organization by continuing to shop at ShopForFundraising.com for your organization's benefit.
- Sales reporting is provided track progress for each Participant.

All product returns are handled by Shop For Fundraising customer service from 9 AM – 5PM EST Monday thru Friday \by calling 888-306-SHOP (7467)



E. Customization

The Shop For Fundraising consultant will work with your Administrator in customizing a program with specific materials for your program to insure your fundraiser is as effective as possible. Items that your Coach and/or Administrator will provide include:

- Creation of a themed fundraiser name
- A letter to participants from the organization's leader
- A letter to potential supporters from the organization's leader
- A description of the organization's focus for the fundraiser specifically highlighting what the proceeds will be used for.
- Any logos or graphics that can enhance the program.

The Shop for Fundraising consultant will work with your organization to utilize posters, brochures and form templates that can be customized with your specific program focus. A complete list of program material options can be found in **Attachment 3**.

F. Getting Started

- Contact ShopForFundraising consultant at least 4 weeks prior to the date your organization wants to start a fundraising campaign.
- Designate a Campaign Sponsor for your program. This person will oversee program activities, coordinate a kick-off event to train your volunteers, and work with the Administrator to monitor and evaluate program results.
- Designate an Administrator for your program. This individual will handle web-based functions, status reports and communications.
- Identify all the ways you can promote your program using internal communication channels, e.g., newsletter, email, church bulletin, web site, etc. Also consider extending your publicizing efforts externally.
- Talk with a Shop For Fundraising consultant to set goals and plan your program.
- Fill out the Shop For Fundraising Program Profile. (**Attachment 1**)



III. About Shop For Missions

Shop for Fundraising is an offering from Shop For Missions LLC. Shop For Missions LLC provides funding to not-for-profit organizations by donating 100% of the net profits from purchases made by those organizations and their designated supporters.

More than 50,000 business products are currently available at ShopForMissions.com. Product sources include United Stationers, a \$5 billion wholesale partner with 35 distribution locations across the country. United Parcel Service and local couriers enable next-day delivery anywhere in the continental U.S. Secure, integrated e-commerce and reporting systems are powered by SAP and Hewlett Packard, leaders in business software and hosting.

Shop For Missions will continue to expand products offered to increase funding opportunities for missions, schools, ministries and charitable organizations.

Shop For Mission, LLC
26 Park Street, Suite 2100
Montclair, NJ 07042

Business Hours 9 AM – 5 PM EST M-F
Tel 973-509-4600 or 888-306-SHOP (7467)
Fax 484-726-SHOP (7467)

info@ShopForFundraising.com
www.ShopForFundriasing.com
www.ShopForMissions.com

We're more than your business products provider. We're your funding provider.



IV. Attachments

The following pages contain forms for the Team Challenge™ fundraiser:

Attachment 1 – Fundraiser Profile

Attachment 2 – Volunteer/Participant Sign-Up Form

Attachment 3 – Fundraiser Materials Checklist

Attachment 4 – Fundraising Coach/Administrator Expectations

Attachment 5 – Participant/Volunteer Instructions



Attachment 1 : Team Challenge™ Fundraiser Profile Form

Please forward form via fax to 484 - 726 - SHOP (7467) or via email to info@Shop4Fundraising.com.

Submitted by: _____

Date Submitted: _____

Organizational Name with Contact information:

Leader/ Sponser with contact information:

Administrator with contact information:

Campaign Goal:

Potential Number of Participants/Volunteers:

Description of Participant Incentives:

Description of Participants:

Targeted Kick-Off Date with duration:

Shipping Preference:

Description of Supporters Targeted:

Special Instructions:

(Specify material requirements, printing preferences, review check list items, etc.)



Attachment 2
Team Challenge™ Volunteer/Participant Sign-Up Form

Submitted by: _____

Date Submitted: _____

| | Name | Phone # | Email | Address |
|----|------|---------|-------|---------|
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Attachment 3
Team Challenge™ Fundraiser Material Checklist

Completed by: _____

Date Completed: _____

| Material | Check | Quantity | Description |
|---|--------------------------|----------|-------------|
| Customer Profile | <input type="checkbox"/> | 1 | |
| Program Documentation | <input type="checkbox"/> | 1 | |
| Leader's Letter to Consumers | <input type="checkbox"/> | 1 | |
| Leader's Letter to Businesses | <input type="checkbox"/> | 1 | |
| Email templates | <input type="checkbox"/> | 1 | |
| WebLink Image | <input type="checkbox"/> | 1 | |
| Participant Kits | <input type="checkbox"/> | TBD | |
| Consumer Catalogs/Forms | <input type="checkbox"/> | TBD | |
| Business Supporter Brochures | <input type="checkbox"/> | TBD | |
| Posters | <input type="checkbox"/> | TBD | |
| Customer Info: Logo, mission write-up for brochure, contact info for cust website | <input type="checkbox"/> | TBD | |

Fundraiser Coach/Administrator Expectations

1

Administration

- Responsible for identifying all potential volunteers/participants.
- Recruit additional assistants to assist with coaching responsibilities as required.
- Coordinate with your Shop For Fundraising Consultant to prepare the Fundraiser Profile that includes all specifics regarding the fundraising program.
- Insuring all materials are available and distributed to the volunteers.
- Organize and facilitate any participant meetings and take an active role in communicating and training participants on fundraising specifics and instructions.
- Provide periodic updates to participants and the organization's leadership.
- Track order sales from each participant and identify appropriate awards.
- Collect and verify all orders for accuracy and completeness while insuring all payments are submitted. Work with organization to create single payment to accompany all orders payable to Shop For Missions.
- Be available to answer fundraising specific questions.
- Liaison between organization and Shop For Fundraising Consultant.

2

Atmosphere

- Create excitement for the fundraiser.
- Ideas include involving participants in creating posters and encouraging participation.
- Advertise any applicable award program.

3

Celebration

- Decide on best way to acknowledge the efforts of you volunteers.
- Recognize their contributions.
- Distribute sales awards. (A recognition and awards meeting may be appropriate.)
- Communicate to all customers thanking them for their support and encouraging them to continue support by shopping at www.ShopForFundraising.com.

Participant/Volunteer Instructions

1

Prepare

- Identify at least 20-25 potential customers/supporters. Consider family, friends, co-worker's, small businesses and neighborhood stores.
- Make sure you have all materials.
- Determine your personal sales goal.
- Familiarize yourself with ShopForFundraising.com, the product catalog, ordering process and the organization's fundraising goal and objective.
- Decide whether you will offer the capability to consolidate orders for shipping and distribution purposes. (i.e. Consolidate all your co-worker's orders and ship to your office under your attention.)

2

Sell

- Approach each potential customer or supporter.
- Encourage them to purchase as much as possible understanding that your organization will benefit to the tune of between 12% - 20% of the order value while the prices are competitive to national retail stores.
- Please don't hesitate to contact your Fundraising Coach or call Shop For Fundraising at 888-306-7467 with any product related questions.
- Inform your customers when they can expect to receive products. Please refer to the Fundraising Profile for specifics.
- Be safe. Children should always be accompanied by a parent or other adult if they are selling door to door.

3

Follow-Up

- If your customer indicated interest but didn't complete the order form or provide payment, please follow-up with them to receive all order forms prior to the end date of the fundraiser.
- Encourage them to support not only the organization's goal but your personal sales goal.

4

Collect and Submit Orders

- Insure your Participant Code is used when you supporters order online or is clearly marked on all manual orders
- Insure tax, freight and handling charges are calculated correctly where applicable. (Please see the Fundraising Profile sheet for specifics.)
- Forward all order forms and payments to your Fundraising Coach by the date specified.
- Please thank all your customers.