



Rim of the World COMFORT PETS

2017 See's Winter Fundraising Notes

The See's Winter Fundraiser is one of this organization's largest fundraisers, and your participation is needed to assure that it is again successful. Each of you is needed and expected to participate in the program by generating candy sales.

Last year, I received all monies due in the form of cash or a personal check written by you to me (Alan Helfman) and I would like to continue to do this method for the 2017 campaign. If your customer is an organization that can only write a check *directly* to RWCP, this is acceptable. But please **DO NOT ALLOW** your customers to write their checks directly to See's. This creates payment nightmares for me.

In order to guarantee that we receive all the candy we are ordering, See's needs to receive our master order no later than Friday, December 1st. Therefore, I will need to receive your order forms no later than Wednesday, November 29th. This will allow me 2 full days to collate the individual orders into the Master order. Please consider these two dates as **HARD DATES**. Receiving orders after Wednesday creates unnecessary pressure and stress on me, something I would rather avoid. You can scan and email your orders, drop them off at my home or snail mail them to me. With regards to my receiving your order money, I prefer getting it with your order form. However, if this isn't possible, then I can work with you. The critical point to remember is that I must receive your *order forms* no later than Wednesday, November 29th.

Your candy orders will be delivered to Kurt and Maggie's home the following week. The See's Gift Certificates will also be delivered to their home separately from the candy but on or about the same day as the candy.

Sales hints:

- The 2 lb boxes of the Assorted Chocolates and the Nuts and Chews provide the largest profit per item (\$8.20 profit)
- Santa Sleigh Boxes or Mini Holly Asssts yield highest percent profit (\$7.50 cost, \$3.75 profit, 50%)
- 5 boxes of Mini Holly Assortment or Santa cost \$37.50 but yields \$18.75 profit

Incentives:

- 5% Additional Profit for total sales in excess of \$2000. Made this each year.

Good luck with your sales this year. Let's dedicate ourselves to making this the most successful See's Winter Fundraiser ever!

Alan