

# Cards for a Cause

## An Exciting and Generous Fundraising Program

Usborne Books & More proudly offers a unique program with value-for-money greetings cards and a high return to the organization raising funds.

The Cards for a Cause Fundraising Program offers four boxed sets of 30 beautifully embellished cards with matching envelopes.

- **All Occasion Box #1** comes in a charming organizer box with dividers and includes an array of cards to meet most needs from birthdays to new home, and get well to weddings.
- **All Occasion Box #2** comes in a charming organizer box with dividers and includes an array of cards to meet most needs from birthdays to new home, and get well to weddings.
- **Thanks & Blanks Box** is an adorable organizer box full of uniquely handcrafted greeting cards with colored envelopes. This set includes 19 blank cards and 11 Thank You cards.
- **Happy Birthday Card Box for Kids** includes a wide range of Happy Birthday cards for kids of all ages, with lots of fun details and colorful envelopes to match. Birthdays are a blast with this box!

Any of these boxes would make a thoughtful gift or provides a beautiful selection of cards to have on hand.

### **Funds Raised:**

Your group earns \$13\* per box of cards sold, with no maximum earning potential.

**Earning Potential:** Sample Group Size: 20 participants.

Every person sold 20 boxes: 400 boxes sold = **\$5,200 raised**

Every person sold 15 boxes: 300 boxes sold = **\$3,900 raised**

Every person sold 10 boxes: 200 boxes sold = **\$2,600 raised**

Every person sold 5 boxes: 100 boxes sold = **\$1,300 raised**

\*Please be aware that if your organization is not tax exempt, the amount due for taxes will be deducted from the total amount raised.

### **Timeframe:**

We have found that keeping your fundraiser open for two weeks works well. You collect the sales flyers/order forms and payment, and your Consultant will order the boxes of cards. You can expect to receive delivery of the cards approximately 2 weeks later. Your group will then deliver the cards to those who purchased them and enjoy the funds earned!

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## Fundraiser FAQ

**1. How much profit will our group receive?**

\$13 per box (minus taxes, if applicable).

**2. What is the minimum number of boxes we must sell?**

A very low 15 box order is required to qualify for the full benefits of this program.

**3. Do we collect payment at the time cards are ordered?**

Yes, payment should be collected at the time of sale.

**4. Should we charge tax?**

If your organization has a tax exempt number that you would like to apply to this fundraiser please let your consultant have the number and a copy of the documentation. If your organization is not tax-exempt, the amount due for taxes will be deducted from your total amount raised.

**5. Who should checks be made payable to?**

Please have checks made payable to your organization.

**6. What materials are provided?**

Your Usborne Books & More Consultant will provide order forms, a flyer/table sign, and a tally sheet. When sales are completed, return the tally sheet to your consultant.

**7. Are there any incentives for those who are selling?**

Options for incentives are available through your Consultant, however they will reduce the amount of cash awarded to the organization.