

The ideal choice for your next fundraiser! Everyone loves candles!

Guidelines for a successful fundraiser!



Thank you for choosing SpiralWicks for your organization's fundraiser! I appreciate the opportunity to work with your organization and to help you achieve your fundraising goal. Please review the following information to assure a successful fundraiser:

Agreement Form – Please be sure you have reviewed all terms of the Agreement Form, which is requested by emailing me at spiralwicks@yahoo.com, save a copy and return the original to the address/fax provided on the Agreement Form. Upon requesting brochures your organization will in good faith sell a minimum of 20 products to compensate for our cost of providing the brochures and shipping charges. Furthermore, if your fundraiser is cancelled you will need to promptly return all brochures within two weeks, in good condition, and reimburse for any postal charges. Agreement Form must be submitted prior to distributions of brochures.

Tax Exemption Groups - If your organization is tax exempt please refer to the "Tax Exemption" section to verify that you have the appropriate document. By law, we are required to collect state and local tax unless you can provide the required document stipulated by your state to SpiralWicks Handmade Candles. Your order will not be shipped until the correct document is provided or the tax paid. Be sure to provide documentation for state tax exemption, not federal. For more information you can also visit www.fundraisetaxlaw.org.

***Non-Tax Exempt Groups** - Organizations which are not tax exempt will pay tax when the order is placed. Tax is based on the shipping address of where your products will be shipped. State and local taxes will apply. Once you have completed your Master Order Form call me to verify the amount of tax due with your order. Tax is charged on the taxable retail prices listed on your Agreement Form, not the price you are selling the products for.

Option to preorder candles - If you would like to increase sales by displaying samples, an order of 20 or more items can be submitted. If you are tax exempt please be sure to provide your tax exempt document. Allow two weeks for delivery. You can later subtract the candles from your final fundraising order because you will already have the candles in stock. If you would prefer to order a greater quantity to sell to your customers in addition to your brochure sales I'd be happy in helping you by sharing a list of the current top selling items. Although most organizations sell candles through the use of the brochures some organizations prefer to simply order cases of candles upfront, distribute them to their participants and require that a participant sell a minimum number of candles. Please note that the candles are purchased when ordered and may not be returned.

Set a goal! – Your greatest challenge will be getting each participant to make a commitment to sell. They need to understand that their individual participation DOES make a difference! Selling the candles is easy! To assure success I encourage you to set a goal! Determine specifically what the funds will be used for and share that information with your participants. Determine the amount of funds needed to be raised to achieve your goal and the amount of profit needed to be raised by each participant. Work with your group and describe your goal. If they understand what you hope to achieve they will be more likely to participate. Additionally, if the customers they are selling to know what the funds are being raised for not only will they will find value in the fundraiser and be more willing to contribute but generally they'll purchase more. One of the biggest obstacles with any fundraiser is convincing each participant that their contribution does make a difference. With large groups especially, an individual participant may not believe that their participation will make much of a difference in the outcome. Explain to your group that in order to reach your goal you are counting on everyone's participation and that you are asking each person to try to sell a minimum of candles.

Do you want to offer incentives? - For some groups offering incentives can increase overall sales. The goal is to increase the sales of all participants not just a few who are trying to be the top seller. Ask for donations such as free pizza, movie tickets, no homework passes, contributions from your community, school, parents etc. The best way to increase overall sales is to offer an opportunity for all participants to win a prize. For example, for every 10 items sold a student will earn a ticket for a chance to win a prize!

Establish your prices – You choose your own selling prices! Based on the economic area in which you are located and the overall target market you are selling to you are able to choose the price that is right for your organization. You will want to select the highest price you believe will be perceived as a fair value in order to raise the funds you need. Do not, however, overprice the items. You will want to consider the profit you will make per customer sale, not just the profit per item.

Prepare your brochures - You may wish to attach a cover letter with your brochure and share information about your organization and why you are fundraising. Write the prices of the items on the brochures or include the prices in your cover letter. You should also include a statement that says "Please make checks payable to:_____". If you are not including a cover letter place a label on each brochure requesting that checks are to be made payable to your organization. Make sure your participants understand that all payments by check are to be made payable to your organization and to not accept checks payable to SpiralWicks Handmade Candles because you will not be able to cash them. Deposit all payments asap into your account and allow sufficient time for checks to clear before writing a check against them. Your payment will be deposited immediately.

Ideas to increase participation and sales - Let your participants know the value of their participation and that their contribution makes a difference in the outcome. Encourage your participants to start selling right away and to ask several people to assist them with the fundraiser. Teamwork is what makes a successful fundraiser! Encourage each participant to write a list of people they could ask to help with their fundraiser. If your organization involves cheerleaders, scouts etc encourage them to wear their uniform when selling the candles. Advertise your candle fundraiser as much as possible. Make announcements in your group's newsletter, at meetings or classes - keep the fundraiser at the forefront of your participant's minds.

Follow up and remind! - Most fundraisers generally run for a period of 2-3 weeks. About 1/2 way through the fundraiser contact your participants to see how they are doing and remind them of the minimum number of items you are asking them to try to sell. Keep them motivated!

Set a deadline - Provide a date to your participants for submitting the order forms back to you. In planning your schedule build in a few days for collecting straggler orders! Even though you set a deadline you can probably count on some participants submitting their orders past the deadline! If order forms are submitted after you have turned in your order to me you may still submit subsequent orders. Orders less than 20 items will not, however, qualify for the discounted prices.

Tally the orders - Once you have collected all of your order forms tally the quantities of each item and complete the Master Order Form. Double check your numbers! You are accountable for the accuracy of your order. Keep a photocopy the Master Order Form to verify your order when it arrives. Once you have completed your Master Order Form call me and I will verify your balance due.

Payment – You keep your profit upfront and only send payment for the full amount due to purchase the items. Preferred payment may be made by business or school check, cashier check, or money order. Payment by credit card will be accepted including Visa, MasterCard, and Discover. If paying by credit card you can fax your Master Order Form and you will receive a phone call within 48 hours to obtain your credit card information. Please be sure to make your check or money order payable to Yvonne Sadoowy or SpiralWicks Handmade Candles. Please send your payment to the address on the Master Order Form Form along with your completed Master Order Form. Include your tax exempt documentation if not already submitted.

Delivery - Once your order has been entered you can expect delivery in approximately four weeks. Generally, your order will be processed by SpiralWicks Handmade Candles within 3-7 days and will then be shipped by USPS. Length of shipping will vary depending upon your location. Please note that boxes may arrive over a 2-3 day period, especially with large orders. The boxes will indicate the total number of boxes being shipped to you. Simply wait until you have received all of your boxes before distributing the candles.

Photocopy brochures - I suggest that you make a photocopy of the original participant order forms for your records in case of loss or discrepancy.

Check In of your products - Upon receipt of your products it is very important to verify that your delivery is accurate. Please sort all of your items and line them up in the order as listed on the back of the order forms. Once sorted it is extremely important to complete an inventory. Please compare the inventory totals of each scent with the quantities ordered before distributing any of the products. If any items are missing, extra, or broken please include that information on your Check-In Form. If there is a discrepancy with your inventory please recheck for accuracy. Fax your Check-In Form to me and any necessary replacements will also be shipped. If an inventory is not completed and you begin to distribute the candles you may discover with the last few brochures that you have the wrong number of candles to fulfill the remaining orders. At that time you will have not be able to determine if you received the incorrect quantity, tallied your order incorrectly or distributed them incorrectly. In order to receive replacements for any missing items you must inventory your products and complete a Check-In Form within 7 days of your delivery.

Distribution - After completing your Check-In Form you can begin distributing the candles. Bags will be provided with your delivery. For each order form simply go down the inventory line and fill the tally at the bottom of the brochure. Have someone at the end of the line double check the order for accuracy. The order form and the candles are now ready for distribution to each participant.

Thank you for allowing me the opportunity to help you with your fundraiser! If you have any questions or concerns, please feel free to contact me. spiralwicks@yahoo.com

Tax Exemption

Many organizations qualify as being tax exempt from paying state sales tax. If you are a tax exempt group, then you will not be charged sales tax on your fundraiser order as long as the correct documentation is submitted to SpiralWicks Handmade Candles. I encourage you to refer to the information provided below to assist you in locating the appropriate document that is required by your state. Please note that you **MUST** provide the correct Tax Exempt Document required from your state stating "exempt from sales tax" somewhere on the form or you will be charged tax on your order. Exemption is for state taxes and requires exemption documentation from your state, not the IRS.

SpiralWicks Handmade Candles cannot accept a "Resale" sales tax certificate from retail stores or a federal tax ID number, listed as an EIN Employer Identification Number. Providing only a tax exempt number without the document on which it was issued will not qualify. Many states provide a form which can be uploaded and then completed with your information.

Your tax exempt certificate or form will not be needed until your fundraising order is submitted. I encourage you, however, to submit your tax exempt document to me as soon as possible to verify that the correct document has been secured. If you are delayed in receiving your exemption certificate tax will need to be charged at the time your order is placed. You may, however, submit your tax exemption document within 60 days of the date your order is submitted. Once approved your tax will be reimbursed.

Also, please note that the "ship to" address must be in the same state that the tax exempt form is issued. Be sure to check your tax exempt certificate for an expiration date and if one is listed, be sure that your order is submitted at least two days prior to that date. All tax exemption documents must be filled out completely with the signature of a representative of the tax exempt organization.

If you are unsure of your organization's tax exempt status or what you need to do to get your certificate, contact your local tax collector's office or the phone number for your state. For many states, a blank tax exemption form can be printed for you to complete. You may also visit <http://www.fundraisetaxlaw.org>.