



## Traditional Fundraiser

"IT'S A DISASTER! ...and what are YOU gonna do about it?" helps families and businesses "be aware, be prepared, and have a plan" for most types of emergencies and disasters. The 268-page paperback provides quick-reference instructional bullets in 2-color format. It is not written to alarm people, rather it suggests tips on what folks should think about and do before, during and after specific types of scenarios, as well as how to administer basic first aid.

A majority of the data was compiled from various publications provided by the U.S. Department of Homeland Security and FEMA, the CDC, Public Safety Canada, the Public Health Agency of Canada, the Red Cross and others. Books are useful in homes, cars, and offices and make great gifts!

### How to get started...

- Download 5-page Fundraiser Kit with overviews, order forms and a Receipt to leave with purchasers.
- Determine what price your group wants to sell books for (cost to purchase books is **\$3.50** U.S. each.) The 5th Edition list price on back is \$14.99 U.S. ... but fundraising groups can sell books for ANY price (e.g. \$15, \$10, etc – whatever you decide) and keep everything over the \$3.50 cost!
- FREE customization -- either in print process (1,000 books & up) or with free peel & stick labels (any quantity)
- FREE freight to U.S. Schools (Discounted freight to Canadian schools)
- Complement this fundraiser with our easy **Referral Program** and earn **10% - 33%** just for sharing ideas ... and our **Ad / Sponsorship Program** where groups keep **100%** of the money!

### Some examples of potential earnings ...

Small school ... say 100 kids sell 3 books each @ \$10 each

Amount school collects in advance:	\$ 3,000	<i>(300 books x \$10.00 / book prepaid)</i>
Less cost for books & customization:	<u>\$ 1,050</u>	<i>(300 x \$3.50 / book)</i>
TOTAL amount raised for school:	\$ 1,950	

Large school ... say 1,000 kids sell 3 books each @ \$15 each

Amount school collects in advance:	\$ 45,000	<i>(3,000 books x \$15.00 / book prepaid)</i>
Less cost for books & customization:	<u>\$ 10,500</u>	<i>(3,000 x \$3.50 / book)</i>
TOTAL amount raised for school:	\$ 34,500	

School District ... collects orders for 20,000 books @ \$10 each + combines with Ad Program

Amount district collects in advance:	\$ 200,000	<i>(20,000 books x \$10.00 / book prepaid)</i>
Amount collected for 20 1/4-pg Ads:	\$ 100,000	<i>(e.g. collects \$5k/ad ~ we print ads for free)</i>
Less cost for 20,000 custom books:	<u>\$ 70,000</u>	<i>(20,000 x \$3.50)</i>
TOTAL amount raised by District:	\$ 230,000	