

Spring & Summer 2010 Fundraiser Flyer at a Glance

Offer local organizations an easy way to raise funds!

What's new about the fundraiser flyer?

- The new version features products that appeal to consumers during the current season.
 - Consumers are more likely to place an order and make a larger purchase when offered timely product options.
- The fundraiser flyer dates match the 6-month catalog cycle with two versions offered each year. You only have to remember one set of dates!
 - This gives you the opportunity to approach organizations about holding fundraisers at least twice a year.
- The flyer highlights our sustainability and HOME messages to add value to the products.
 - Each product displays a HOME rating, letting consumers know the main advantage of the product. This can be a great talking point!
 - New fun-to-read and educational "Did You Know?" bullet points promote product benefits.
 - Also, the flyer and the order form are printed on recycled paper.
- The clean, colorful look of the new flyer makes it easy to use, while helping it stand out from other fundraiser brochures!

What types of products are offered in the fundraiser flyer or through the TupperConnect™ online fundraiser?

- Previously, 2/3 of sales came from 1/3 of the products.
 - 32 key products offered: A mix of Tupperware classics, such as Wonderlier® Bowls and FridgeSmart® Containers, plus seasonal products.
 - 20 exclusive products are available through TupperConnect™ online fundraiser.
- Products are selected to avoid substitutions and out-of-stock situations.
- Exclusive online fundraiser products are limited in quantity and will change throughout the year. This will create a sense of urgency to purchase more online. However, customers placing online orders will not receive substitutions.

How does the fundraiser flyer increase sales?

- Products are arranged in ascending retail price.
- The amount donated to the organization for each item is indicated with each product. Customers may purchase an extra product so they can reach their donation goal.
- Customers can build their own sets with complementary products that easily cross-sell. Teach your fundraiser organizers how each fundraising individual can show the upsell possibilities and they'll enjoy bigger sales.
 - For example, customers who purchase the Boys' or Girls' Lunch Bag may also be interested in the Small Sports Bottles Set. The Small Sports Bottle fits perfectly in the side pocket of the lunch bag! The Sandwich Keeper also is a great addition to a lunch bag order. Suggest the Hang-on-Spoons or the Snap Together On-the-Go Cutlery Set to create a complete lunch solution.

- Stamp or write your contact information in the space provided on each flyer to provide personalized service and increase sales. The flyer encourages customers to contact you directly when
 - They have any questions about the products.
 - They wish to pay with a credit card or to see more fundraiser items through the TupperConnect® online fundraiser option. (Be sure to include your email address in your contact information.)
 - They want to host a party to qualify for free gifts.

What else do I need to know?

- Both the flyer and order forms are 8 ½" x 11". They'll fit perfectly in your Business Binder!
- Each pack of 20 flyers contains 20 carbon-copy order forms—both the seller and the consumer receive a copy of the order. Additional order forms are available in packs of 5.
 - Previously, the order form needed to be photocopied so that both the consumer and seller were able to keep a copy. The old order form didn't allow enough space for both the consumer's phone number and email address. And, extra order forms were not available separately.
- Size makes the flyers less expensive, so you can share samples with more potential fundraiser organizations!
- Cost for a pack of 20 with 20 order forms: \$2.00 U.S./\$2.50 CAD
 - A 35% price reduction!

Timeline

- February 13: New program announced through My Week email.
- February 25: Fundraiser flyers and order forms available to order as sales aids.
- March 8: Selected fundraiser products available to order as samples to demonstrate.
- March 13: New fundraiser flyer opens in My Sales.
- March 26: Deadline to submit orders for fundraisers using the 2009 catalog.