

# Crafting for a Cause!

No, it's not a bake sale ...  
Annie's Kit Clubs is offering a creative  
alternative to boring fundraisers  
(and it's calorie free!)

Encourage creativity with  
**Annie's Kit Clubs**

Annie's offers the perfect kit for everyone you know!



**Annie's<sup>®</sup>**  
KIT CLUBS  
**FUNDRAISER**

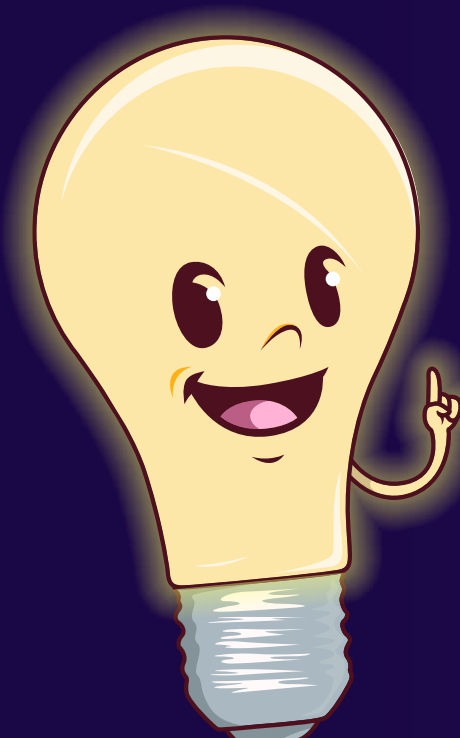
Promote creativity  
while raising money  
for your organization



**No** inventory  
**No** collecting  
money  
**No** hassle



[AnniesKitClubs.com](http://AnniesKitClubs.com)



AN OUT-OF-THE-BOX FUNDRAISING IDEA FOR:

• Schools • Sports Teams • Churches • Day Cares

ANNIE'S KIT CLUBS FUNDRAISER ADVANTAGES:

• Easy Fundraising • Maximum Earning  
• Encouraging Creativity



Participant ID

Type this Participant ID in the offer code box when purchasing  
your Kit Club Membership(s). Using this code will make sure  
your membership order(s) count toward the fundraiser!



## Promote Creativity While You

### Creativity Delivered to Your Door! Annie's Kit Clubs are an opportunity to:

- **Discover** convenient ways to be creative
- **Learn** a new craft or indulge in your favorite
- **Gain** confidence with each finished project
- **Make** something meaningful to keep or share

### Turn Projects Into Profits

After 20 years in the subscription crafting business, Annie's has gotten the art of craft kits down to a science (and science kits down to an art). The Annie's Kit Clubs Fundraiser is a hassle free way to earn profits while encouraging creativity. All of Annie's Kit Clubs are available to you—from crochet to quilting, beading to kids crafts and so much more. No matter the age, interest or skill level, there's something here for everyone, and more clubs mean more opportunities to raise funds.

Make sure to order Annie's Kit Club Memberships with recurring shipments! Singular kits, starter packs or other supplies will not be counted toward the fundraiser.

Supporters can crochet or knit an afghan, build their fabric stash, try new techniques, or give craft and science kits to their kids.



## Annie's<sup>®</sup> KIT CLUBS FUNDRAISER

AnniesKitClubs.com



## Support Your Organization

### How the Fundraiser Works:

#### Enjoy hassle-free fundraising!

- **No** sharing participant information
- **No** collecting money
- **No** purchasing, storing or delivering any inventory

### Easy to Earn

We've provided a Group ID for your program and a list of Participant IDs for you to assign to your participants.

Supporters go online to [AnniesKitClubs.com](https://AnniesKitClubs.com) and order as many club memberships as they like using a Participant ID. By typing the Participant ID into the offer code box, all of the Kit Club Memberships in their carts are attributed to the participant in your fundraiser. You can track your sales and progress by signing in to your Dashboard.

Once supporters order, they can expect their first shipments to arrive in the mail within 2–3 weeks. They will continue to receive shipments about every four weeks unless they cancel or complete their membership. Annie's will handle billing, deliveries and customer support.

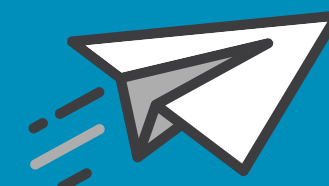
**Once your fundraiser is complete, you will receive profits within 30 days.**





# genius box™

## CREATE WHILE YOU LEARN



### WHAT IS STEM LEARNING?

**S  
T  
E  
M**

**SCIENCE**  
**Technology**  
**Engineering**  
**Mathematics**

#### WHY STEM MATTERS

The young question-askers of today are the problem-solvers of tomorrow. Immersing kids into the world of STEM gives them the skills to thrive in a data-driven age and the tools to make a brighter future.

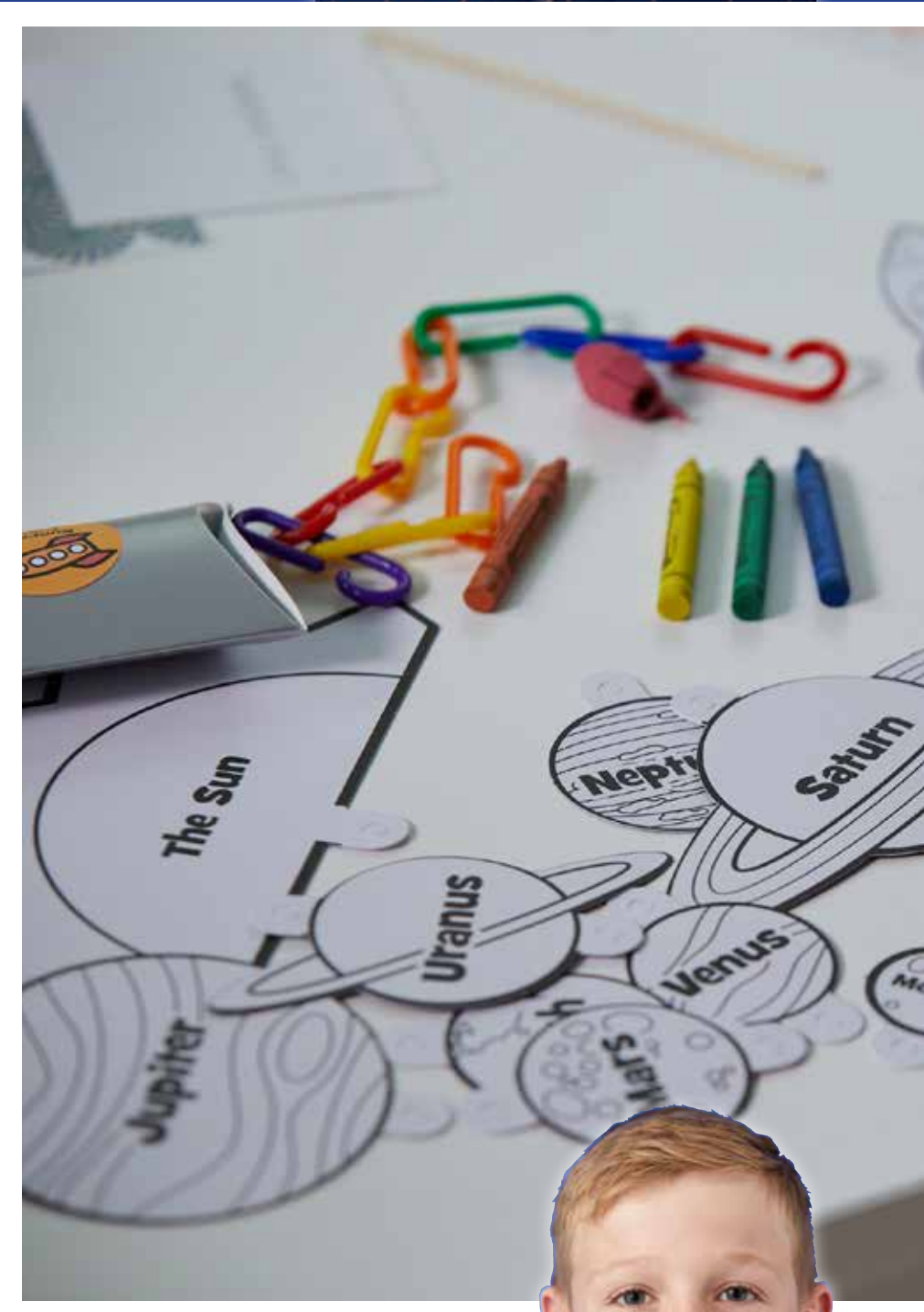
### EMPOWER YOUR CURIOUS KIDS WITH GENIUS BOX!

Each month, your kids (ages 7–12) will get a new box bursting with at least three hands-on activities to explore an exciting STEM theme. Design a hovercraft, examine fossils, build robots and so much more. Your kids will discover a whole range of STEM fields, from geology to chemistry to aerodynamics, through interactive projects and experiments. Encourage your kids' imagination and critical thinking skills with Genius Box, an immersive introduction to real-life science that's as entertaining as it is educational.



### BRING DISCOVERY TO THEIR DOORSTEP

Although science, technology, engineering and mathematics are separate subjects in the classroom, in the real world they often overlap in unexpected ways. STEM education is an innovative approach that combines these subjects to encourage critical thinking and hands-on learning. Through STEM education, kids can gain first-hand experience solving real problems and exploring career opportunities.



**PLUS,**  
your kids will get a special Top Secret Mission envelope in each box full of colorful instructions and fun challenges.

**THEIR MISSION?**  
Hypothesize, experiment, discover and explore!



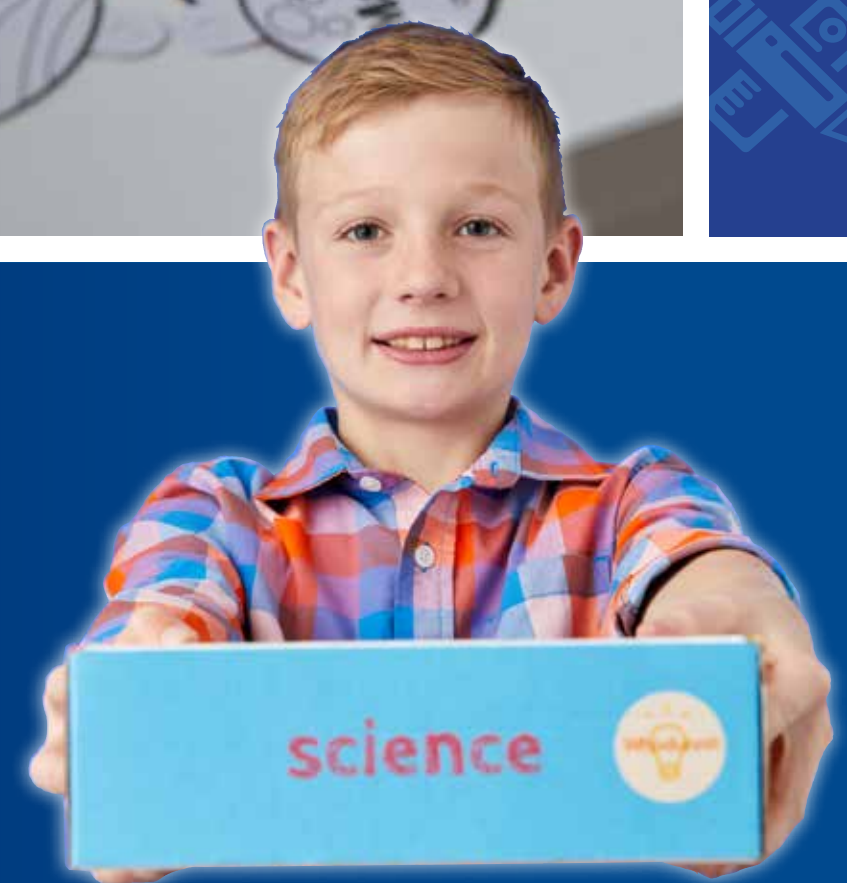
**Delivered every 4 weeks!**



For these kits and more go to:  
**AnniesKitClubs.com**

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### CREATIVITY DELIVERED

Genius Box kits are shipped straight to your kid's doorstep every month, providing hours of entertainment while they learn about the world around them!



# Annie's® CREATIVE GIRLS CLUB™

## Kick-Start Her Creativity

Created for girls ages 7–12, the Creative Girls Club offers a new world of crafting each and every month ... with TWO kits in every shipment!

Inside, your girl will find easy-to-follow instructions and all the materials needed to get crafting with minimal adult supervision. She'll experience an exciting variety of crafts: painting, beading, stitching, paper crafting and much more!

## Convenient Kits

Each month she will receive a new shipment with two ready-to-craft projects. Kits include all the special supplies she needs and easy step-by-step instructions.

## Sometimes a Craft Is Just the Beginning

Watch your child learn and grow as she expands her artistic talents, expresses herself and builds confidence. She'll be introduced to several techniques she can use again and again while learning skills that will last a lifetime. Start her on a brand-new crafting journey with Annie's fun-filled kits!

# ART CLASS ALL YEAR ROUND



"I love the Creative Girls Club. It's a great and fun way to show off your personality."  
—Creative Girls Club Member



Delivered every  
4 weeks!



For these kits and more go to:  
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## Creativity Delivered

New kits are shipped straight to your girl's mailbox every month, providing hours of entertainment while teaching lifelong skills!



**GOAL!**

# Annie's®

KIT CLUBS

## FUNDRAISER

The Young Woodworkers Kit Club is a craft kit series that is perfect for all young builders ages 7-12. Each month, your kids will receive a new kit with precut and predrilled wood pieces, nails and screws, and easy-to-read instructions to make their own toy. Give your kids a sense of accomplishment as they master real-world skills.

# Annie's®

## YOUNG WOODWORKERS

KIT CLUB®



BUILD YOUR OWN TOYS!



Collect tools from other kits too!



## Woodworking Projects to Inspire Young Builders



Delivered every 4 weeks!



For these kits and more go to:  
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## Creativity Delivered

New kits are shipped straight to your kid's mailbox every month, providing hours of entertainment while teaching lifelong skills!



# Annie's® CREATIVE WOMAN KIT-OF-THE-MONTH CLUB®



Make Something *Beautiful*  
With a New Craft Kit Each Month

**GOAL!**  
Annie's®  
KIT CLUBS  
**FUNDRAISER**



For these kits and more go to:  
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You'll be amazed by  
what you can create!  
Annie's Creative Woman Kit-  
of-the-Month Club sends you  
all the special supplies and  
instructions to make a beautiful  
project every month. Enjoy a  
variety of crafts and try new  
techniques like painting,  
needlecrafts, beading, candle  
and soap making, and so much  
more. No matter your crafting  
experience, you can make a  
picture-perfect project.





# Annie's® Farmhouse KIT CLUB *Style*®

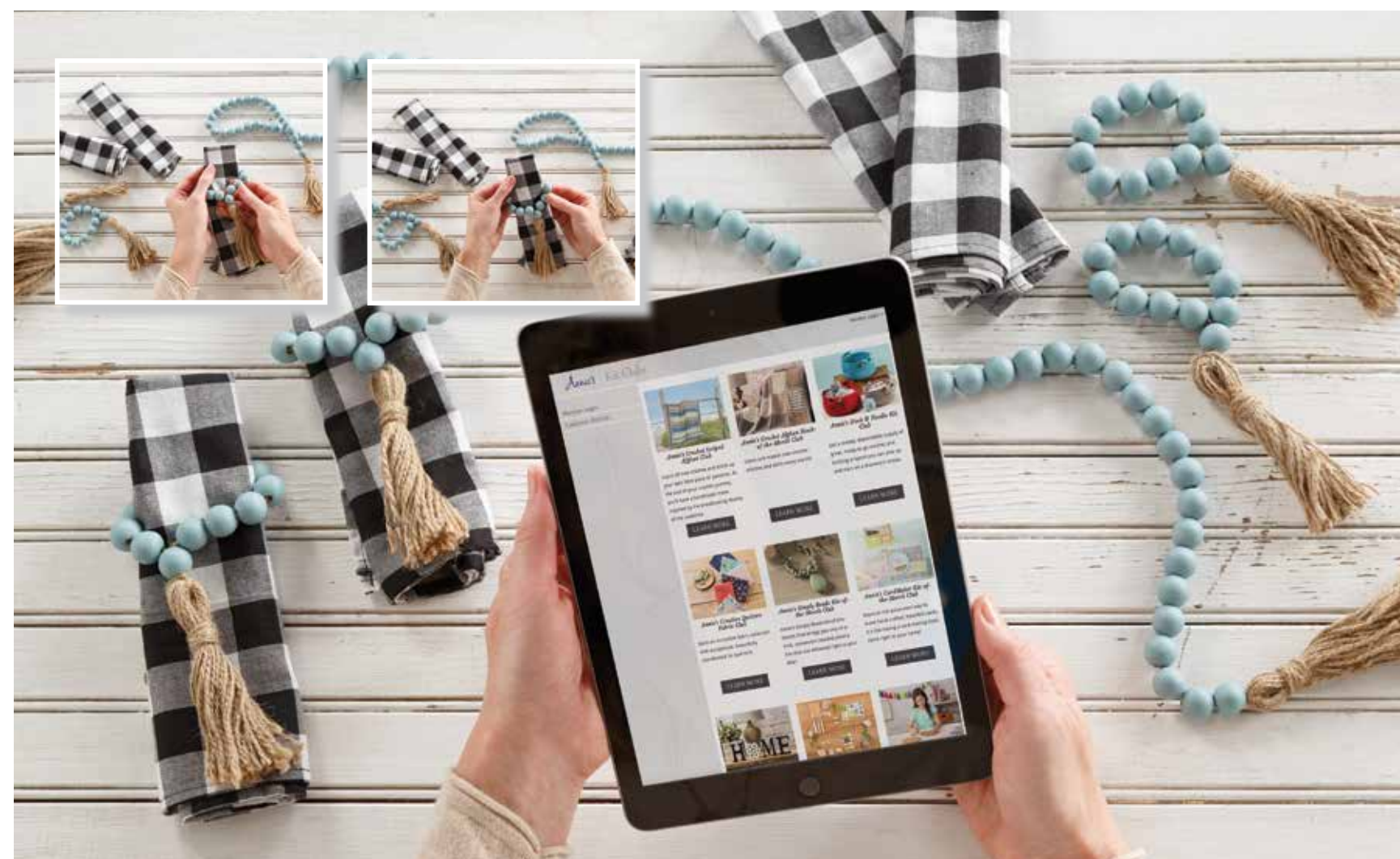
## Happiness Is Handmade

Annie's Farmhouse Style Kit Club is the perfect way to give your home a charming mix of traditional and modern accents you've made yourself. Each month, you'll receive a new kit complete with all the special supplies and easy, step-by-step instructions to create a beautiful project.

With every kit, you can try new crafting techniques like painting, stitching, felting, macramé and more—each piece adds a layer of texture to your home! Along with a variety of projects, you can handcraft pieces for every holiday and season, all finished with your own personal touch.



From The Farmhouse To Your House, Where *Creativity* Meets Inspiration



For these kits and more go to: [AnniesKitClubs.com](https://AnniesKitClubs.com)

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Send a *Smile*  
for Every Occasion



## Annie's® CARDMAKER KIT-OF-THE-MONTH CLUB®

### Send a Handmade Hello

Create beautiful, personal pieces that outshine any store-bought card at a fraction of the price. Each month, you receive the instructions and special supplies to make 8–10 stunning cards with the kit's theme. From birthdays and holidays to weddings and baby showers, you can give personalized greetings for every occasion!

## Annie's® SIMPLY BEADS KIT-OF-THE-MONTH CLUB®

### The Beauty of Beading

Make beautiful, handcrafted jewelry—even if you've never beaded before. With Annie's Simply Beads Kit-of-the-Month Club, you can learn new skills and techniques while creating stunning, signature pieces of jewelry. From bracelets to earrings to necklaces, each month is a new opportunity to show your style!

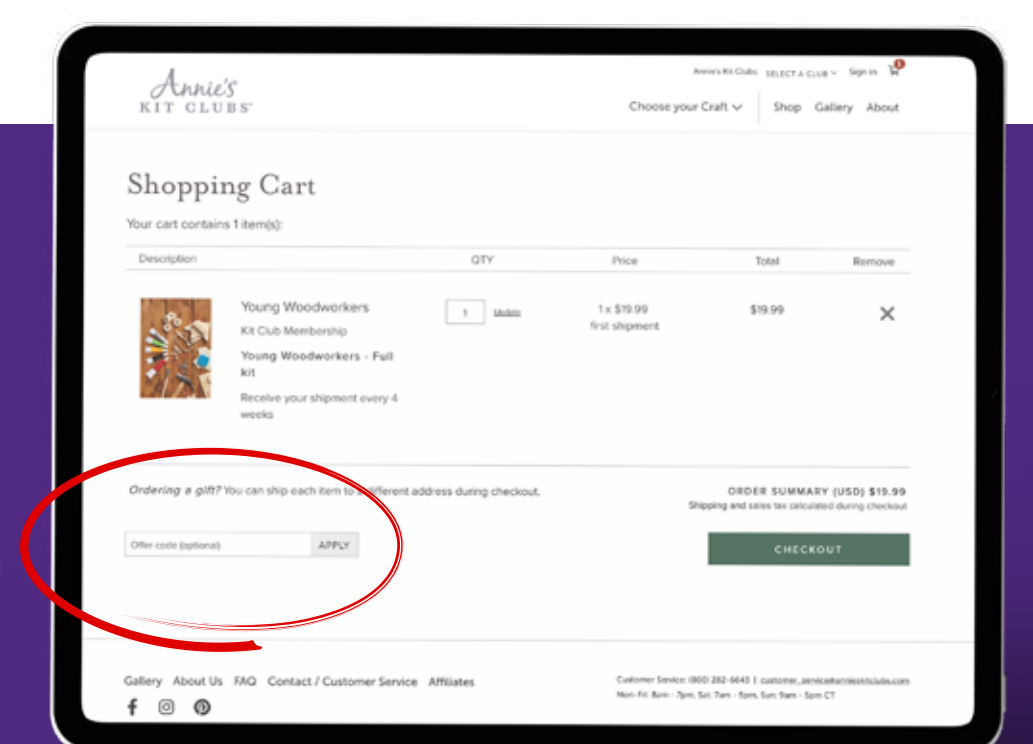
Receive all the materials and instructions you need to create beautiful sets of jewelry along with access to online tutorial videos. Craft with real stones, crystals, semiprecious gems, pearls, metals and other high-quality beads and pendants to create pieces you'll be proud to wear.

**GOAL!**  
*Annie's®*  
KIT CLUBS  
**FUNDRAISER**

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Knit Afghan Block Club  
Coastal Gray



Knit Striped Afghan Club  
Plumberry

Knit Striped Afghan Club  
Seaside

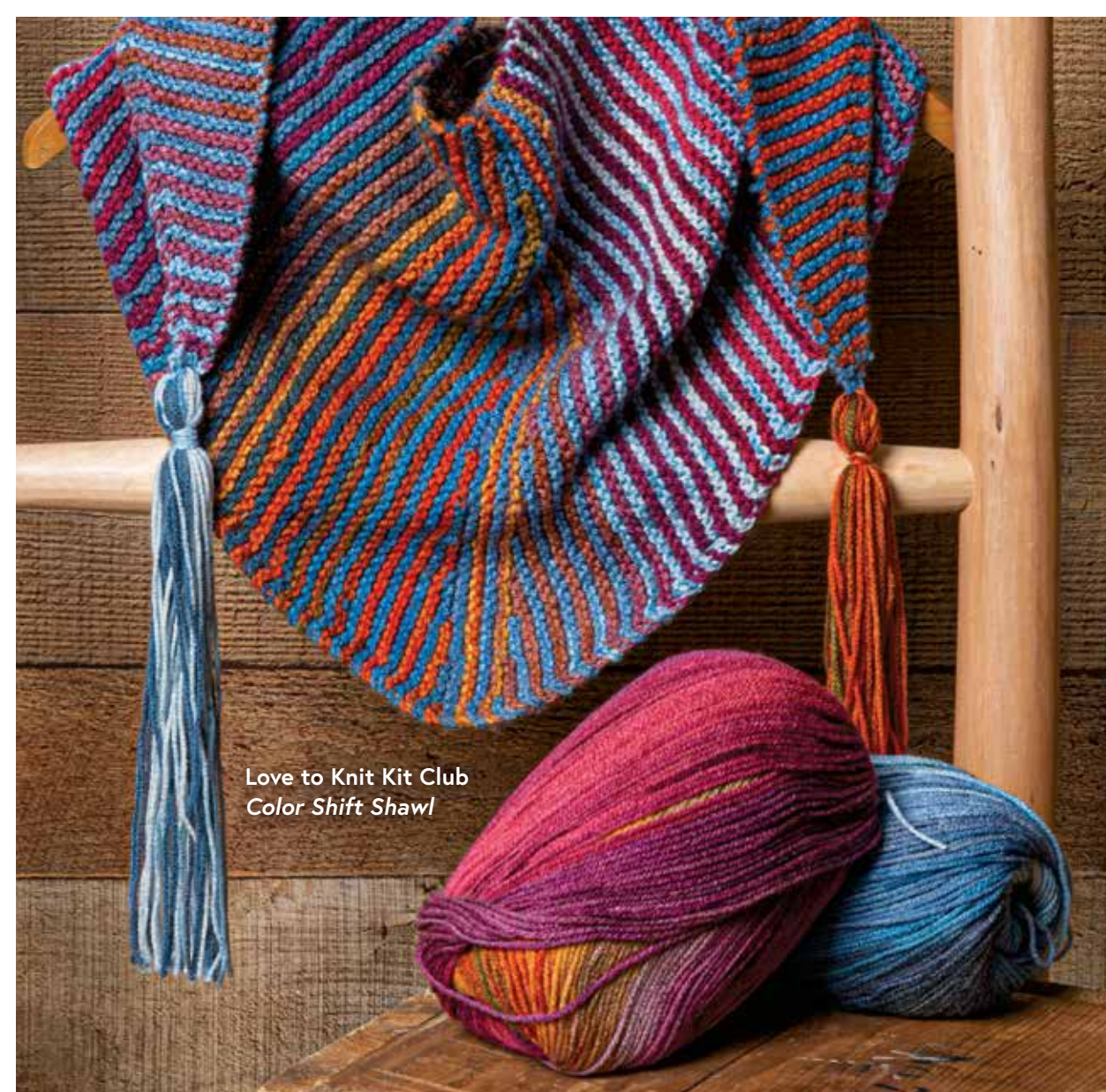
## Knit (& Purl) Your Way to *Cozy*



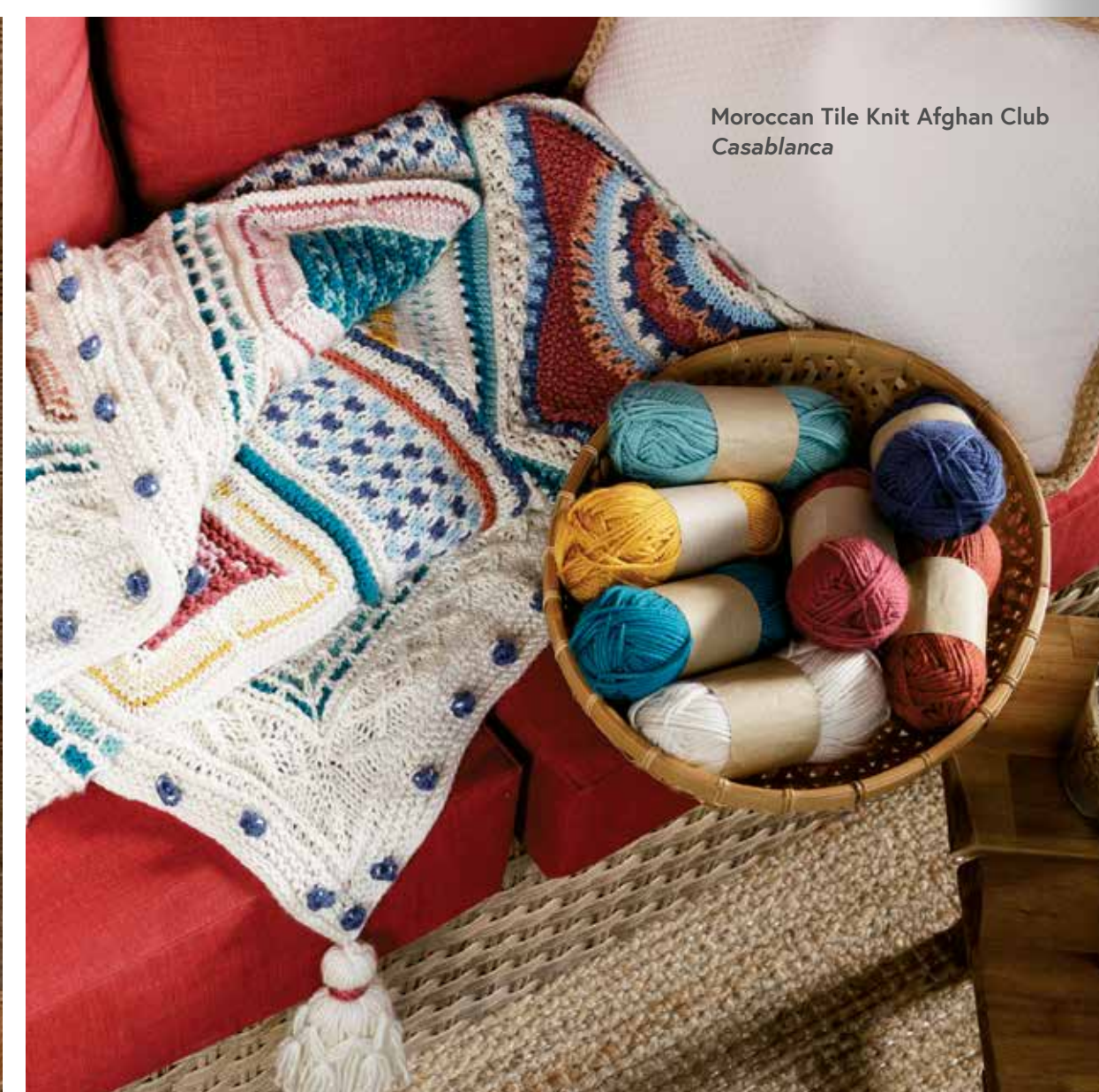
Hook & Needle Kit Club  
Color Exchange Wrap



Love to Knit Socks Club  
Simply Sweet



Love to Knit Kit Club  
Color Shift Shawl



Moroccan Tile Knit Afghan Club  
Casablanca

### New Knits Every Month

From stylish afghans to the softest accessories, we'll provide plenty of fresh inspiration for the modern knitter.

Each club includes printed patterns, expert instructions, video tutorials and all the quality yarn you need. Whether you're a confident beginner or an expert, Annie's has a knit club for you.

### Annie's Knit Afghan Block-of-the-Month Club

Make an heirloom-quality afghan while learning new stitches. Knit three blocks each month, starting with the basics and building your skills.

### Annie's Knit Striped Afghan Club

Knit a beautiful striped sampler with three new stripes each month. Watch your skills grow with your afghan as you progress from simple stitches to detailed designs.

### Annie's Love to Knit Kit Club

Knit a new project every month. Each kit includes the yarn and patterns you need to make a something new, from fun accessories to trendy decor.

### Annie's Moroccan Tile Knit Afghan Club

Take a journey as you knit a globally-inspired afghan! Advanced beginners can learn new techniques and knit this beautiful afghan at a manageable pace.

### Annie's Hook & Needle Kit Club

Love to knit AND crochet? Receive all the yarn and patterns to knit or crochet (you get both!) a new project each month.

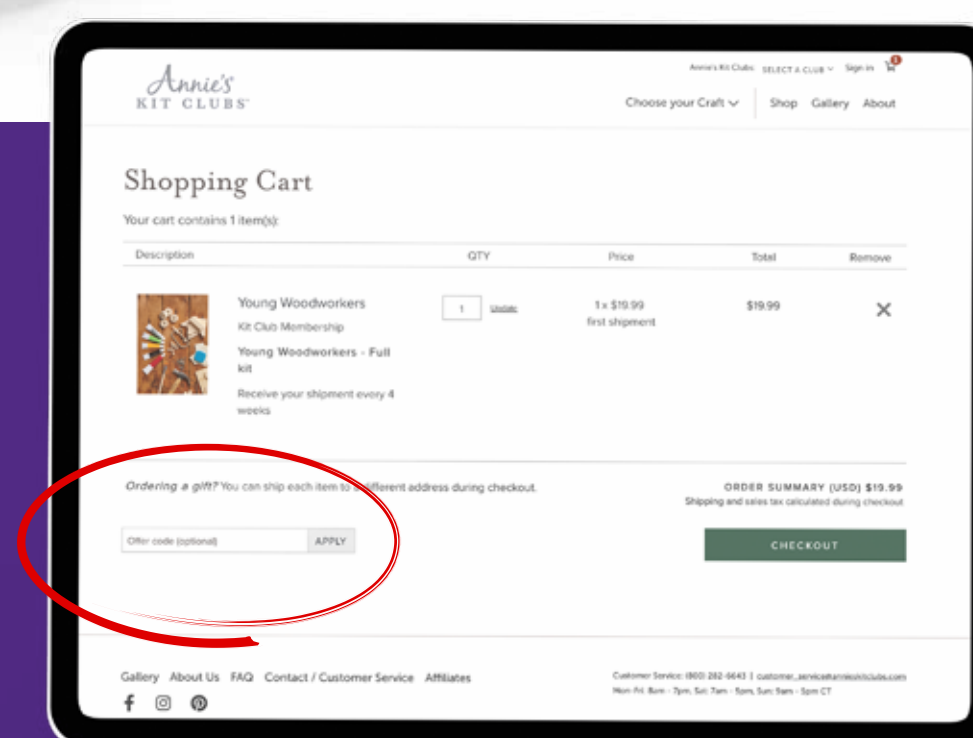
### Annie's Love to Knit Socks Kit Club

Knit a new pair of socks each month with artisan hand-dyed wool-blend yarn and a complementing pattern. Learn new techniques while knitting soft and cozy socks.



**BEGINNER  
TO  
EXPERT**

No matter your skill level  
we have a kit for you!



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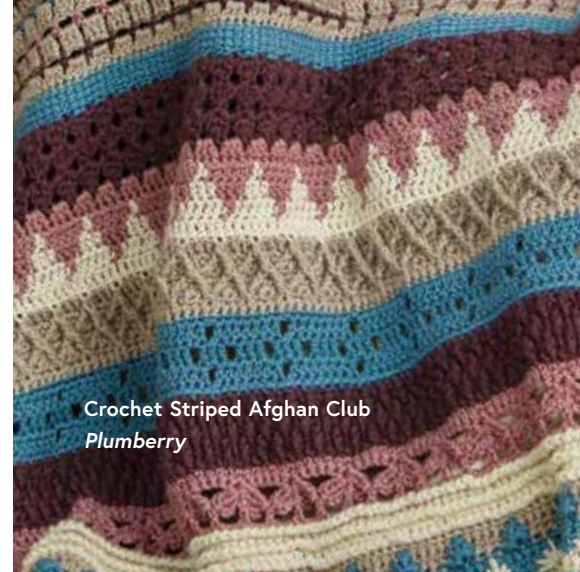
Crochet Afghan  
Block Club  
Coastal Gray



Crochet Afghan  
Block Club  
Warm Sand



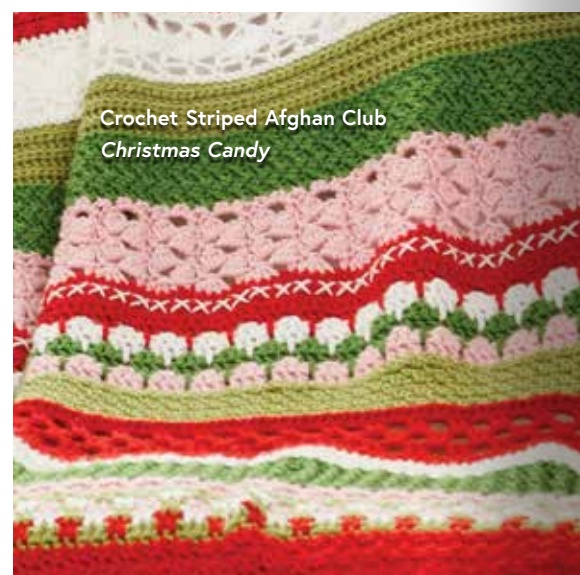
Crochet Striped Afghan Club  
Seaside



Crochet Striped Afghan Club  
Plumberry



Crochet Striped Afghan Club  
Cozy Cottage



Crochet Striped Afghan Club  
Christmas Candy



Caring Crochet Kit Club  
Little Duck Lovey



Caring Crochet Kit Club  
Healing and Support Pillow



Caring Crochet Kit Club  
Fashion Chemo Caps



Caring Crochet Kit Club  
Baby Blanket



Moroccan Tile Crochet Afghan Club  
Casablanca



Crochet Mandala Afghan Club  
Floral Paradise

# Crochet It *Your* Way

## Hooked on Crochet

Whether you want to make a variety of projects or crochet an entire afghan in manageable steps, Annie's Crochet Clubs will keep you stitching month after month.

Each club includes printed patterns, expert instructions, video tutorials and all the quality yarn you need. From confident beginners to experts, Annie's has a crochet club for you.

## Annie's Crochet Afghan Block-of-the-Month Club

Make an heirloom-quality afghan while learning new stitches. Crochet three blocks each month, starting with the basics and building your skills.

## Annie's Crochet Striped Afghan Club

Crochet a beautiful striped sampler with three new stripes each month. Watch your skills grow with your afghan as you progress from simple stitches to detailed designs.

## Annie's Love to Crochet Kit Club

Crochet a new project every month. Each kit includes the yarn and patterns you need to make a something new, from fun accessories to trendy decor.

## Annie's Caring Crochet Kit Club

Help those in need with handmade projects. Each month features a different charity and includes the yarn and patterns for a project you can donate.

## Annie's Moroccan Tile Crochet Afghan Club

Take a crochet journey, no passport required! Advanced beginners can learn new techniques and make the globally-inspired afghan at a manageable pace.

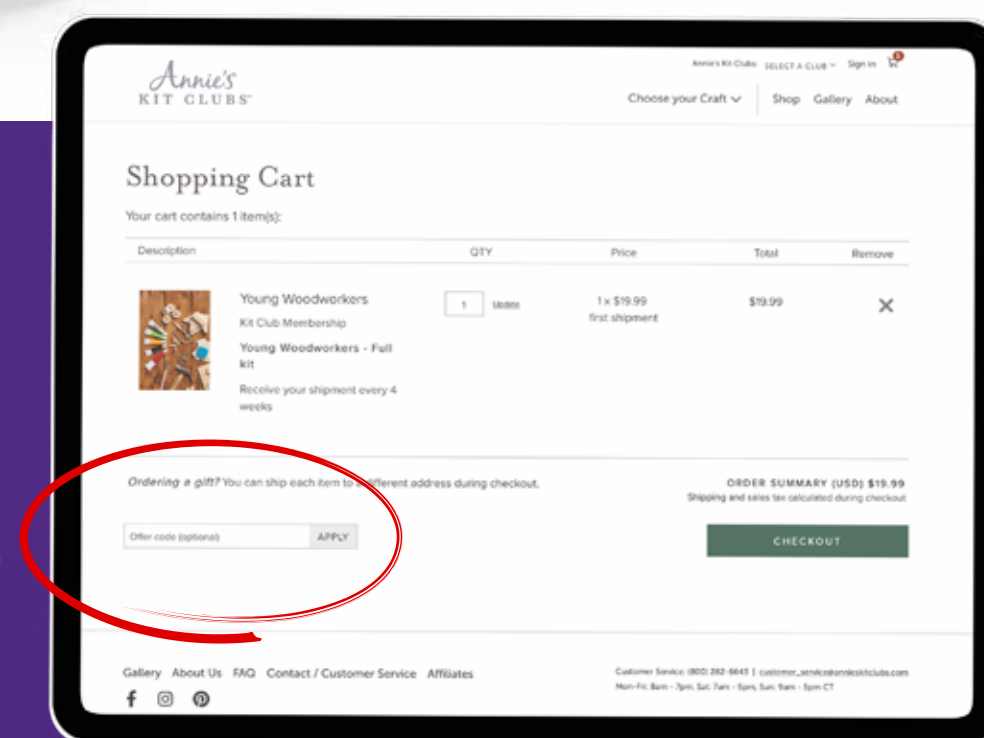
## Annie's Crochet Mandala Afghan Club

Crochet a beautiful mandala afghan embellished with floral designs! From the adventurous beginner to the crochet expert, you can learn different techniques one section at a time.



**BEGINNER  
TO  
EXPERT**

No matter your skill level  
we have a kit for you!



For these kits and more go to:  
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# Annie's® HOLIDAY QUILTERS CLUB™

**Seasonal Quilt Projects, All Year Long!**  
Receive a new kit every month that includes all the instructions, patterns and high-quality fabric you need to create a quick, seasonal project. From wall hangings and festive table runners to stylish pillows and place mats, there are a variety of projects suitable for every style and skill level.

Stitch fun projects for Easter, Valentine's Day, Halloween, Christmas and everything in between. The ready-to-quilt kits feature premium, 100% cotton fabrics from top brands including Timeless Treasures, Henry Glass, Hoffman and more. We even provide the backing, binding and embellishments!

# Annie's® HOLLY JOLLY QUILT BLOCK-OF-THE-MONTH CLUB™

**Handmake a Beautiful Quilt for the Holidays**  
Create an heirloom holiday quilt with Annie's Holly Jolly Quilt Block-of-the-Month Club! We make it easy by sending the supplies and instructions needed to create a new block each month—just the right size for casual quilting. Stitch gingerbread, reindeer, snowmen and more as you make a festive holiday quilt you'll love to display all season.

Easy-to-follow instructions paired with online video tutorials walk you through every step of the quilt. Plus, the adorable pre-cut and pre-fused appliques make assembly a breeze. Once finished, you can enjoy the whimsical designs, colors and textures of your festive quilt for years to come!



## Quilt *Through* the Seasons

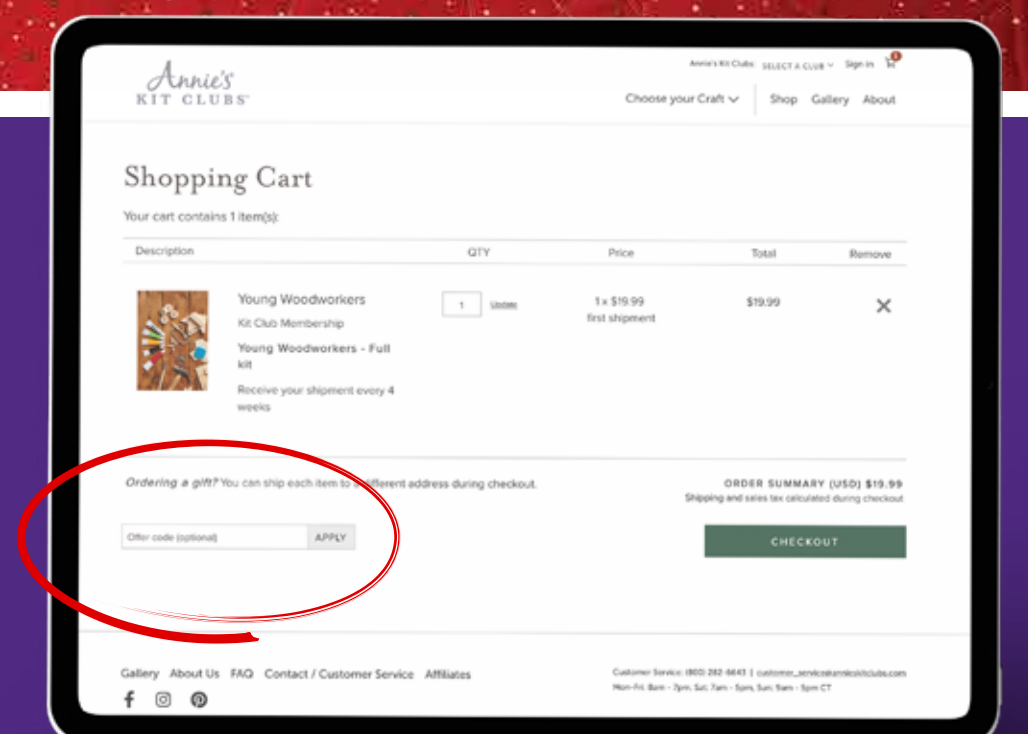


# GOAL! Annie's® KIT CLUBS FUNDRAISER

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## The *Best* Quilting & Sewing Projects Begin With Exceptional Fabrics

### Quilt With Quality

Annie's Fabric Clubs send you shipments of perfectly coordinated, 100% cotton fabrics in your choice of precut size.

Each fabric collection is curated to bring you a wide variety of colors, patterns, and styles in premium quality. Designer collections range from fancy florals to beautiful batiks, bold prints to holiday designs, all with balanced shades and beautiful blenders!

Annie's®  
FABRIC STRIP PACK  
CLUB™

Annie's®  
FAT QUARTER  
CLUB

Annie's®  
CHARM PACK  
CLUB®

### Convenience

Skip the hassle of the fabric stores! Monthly shipments bring new fabric packs right to your home, so you can focus on piecing your project (and not so much time-consuming cutting)!

### Variety

Get an amazing assortment of prints, colors and styles with each designer pack—all unique, yet all perfectly coordinated to mix and match.

### Quality

Each shipment contains premium, 100% cotton precuts from America's top fabric designers including Moda, Timeless Treasures, Henry Glass, Northcott and more.

### Bonus Patterns

With each shipment, you'll also receive a new digital quilt pattern in your online library. These quick patterns are specifically designed for your size of precut fabric. Plus, get an extra 5 patterns just for joining!

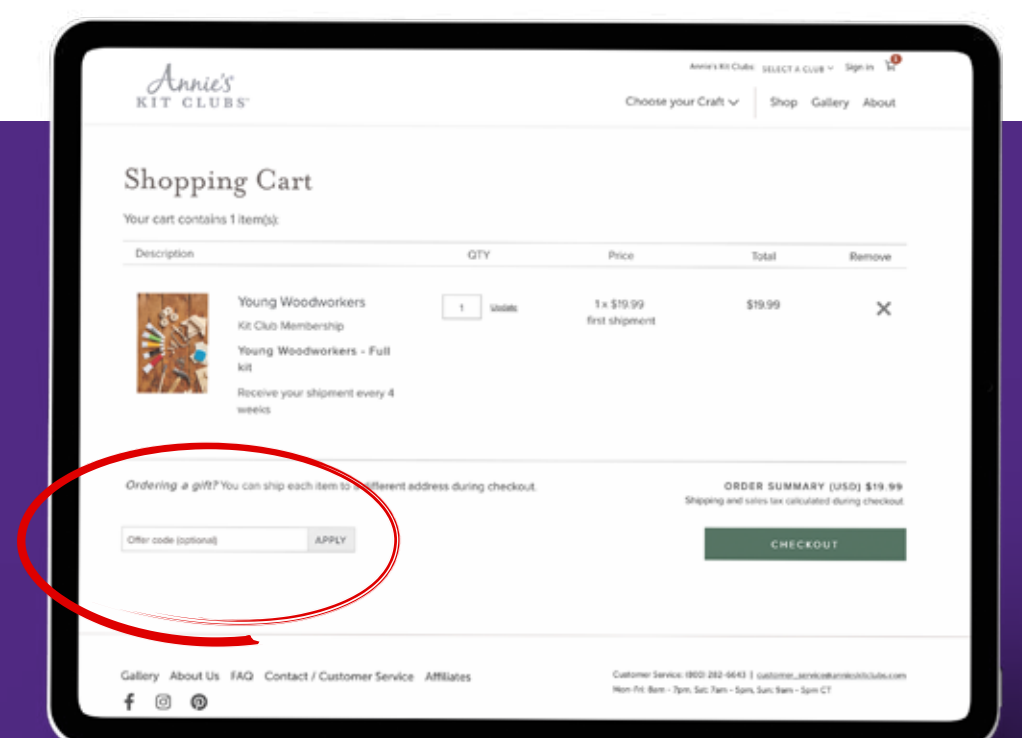
Less Prep. *More* Piecing! Start Building Your Stash Today!



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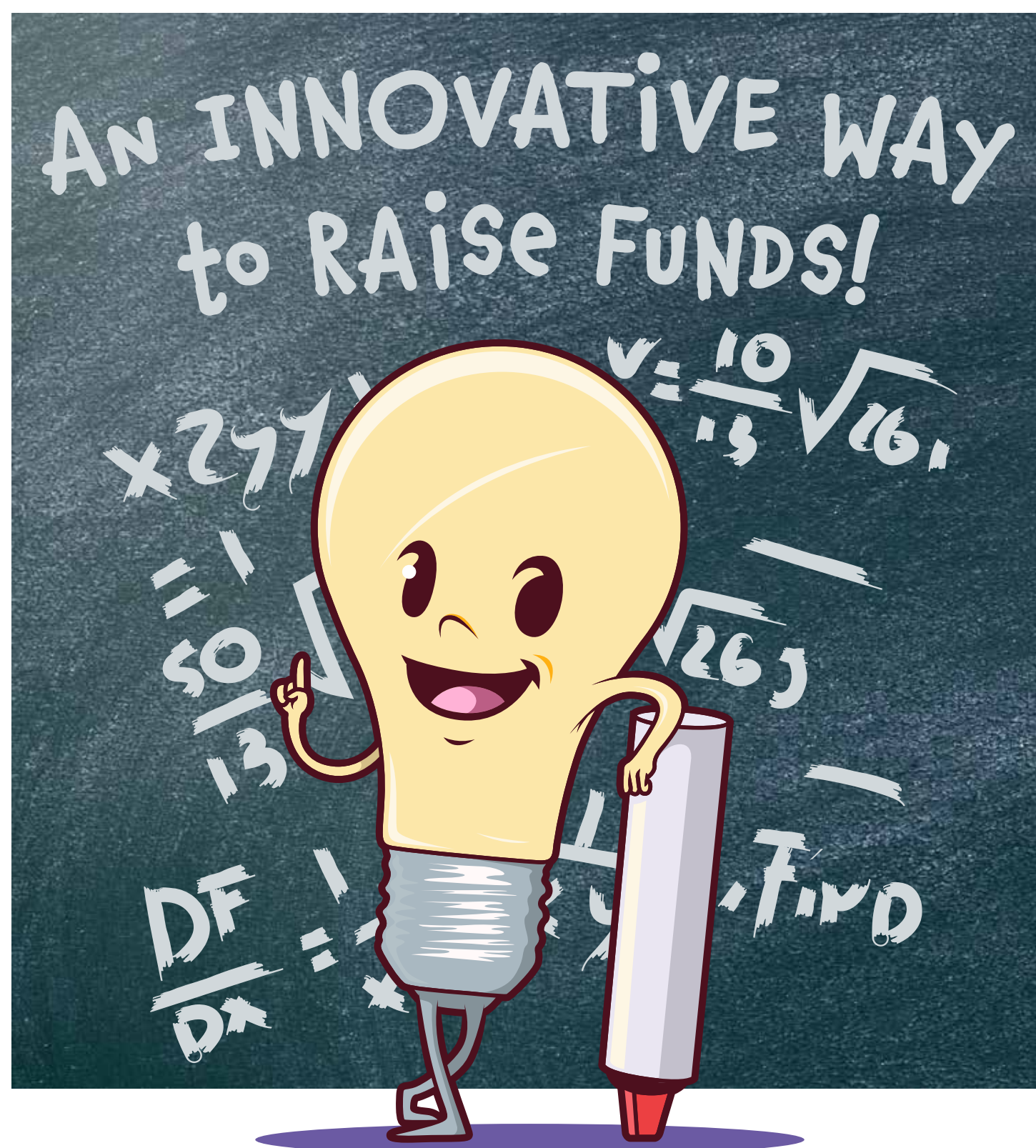
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With the Annie's Kit Clubs Fundraiser, you earn profit for every membership sold, whether supporters buy the subscriptions for themselves or as gifts. Starting with \$5 per Kit Club Membership sold, Annie's progressive profit margins help you reach your goals fast.

The best news? The more you sell, the more money you earn for every order. Your organization can earn up to \$15 for each membership sold!



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Print out the next page and have your participants write their Participant IDs on each card. They can distribute the cards to share the fundraiser and remind supporters to use the IDs.



TICKET

ADMIT ONE for MONTHLY FUN

SPECIAL BIG DEAL

Participant ID

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Annie's  
KIT CLUBS

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Annie's  
KIT CLUBS

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AnniesKitClubs.com

Tickets  
Please!



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KIT CLUBS

TICKET

AnniesKitClubs.com



Write your Participant ID on each card. Make sure supporters type your Participant ID into the offer code box when ordering.

## ATTENTION FUNDRAISERS:

These are the tickets to your sales! Print out this sheet, fill out your Participant ID, and cut the tickets out. Pass these out to everyone you know so that they can order club memberships from you and your organization!