

# Annie's®

## KIT CLUBS

# FUNDRAISER

Dear Fundraiser Organizers,

Thank you for choosing the Annie's Kit Clubs Fundraiser! By fundraising with Annie's, not only are you boosting your organization with effective profit margins, but you're also encouraging creativity among your participants and supporters.

The Annie's Kit Clubs Fundraiser is not your typical sales program. We do the hard work for you, and that means:

**No submitting orders**

**No handling cash**

**No delivering inventory**

Along with our hassle-free system, you can rest easy knowing that there is no private information requested or shared (we'll explain how later). This fundraiser is also calorie free!

**Let's get started!**

## Your Group ID

First, you will need to have your Group ID ready. You can find it in the email with this letter. You will use your Group ID to log in to your Dashboard and track sales. Make sure you save your Group ID in a way that is safe and easy for you to access.

Your ID is unique to your organization, team or class. If a different group from your organization also chooses to run this fundraiser, they will receive a different ID. This means that both of your groups could participate while tracking sales separately.

## Dashboard

You can find your personalized Dashboard by logging in with your Group ID at <https://www.AnniesKitClubs.com/Fundraising/Dashboard>. Your Dashboard includes all the information you need to track sales and find ID numbers.

On your Dashboard, you can view both the unit sales of each participant and the overall sales of your fundraiser. By reaching target sales, you can increase your profits for each Kit Club Membership sold—your Dashboard is where you can determine how close you are to each of these targets.

## Participant IDs

Supporters place membership orders through your fundraiser by using a Participant ID. Each student, member or person selling your fundraiser should have their own ID. **As the fundraiser organizer, you must assign each of your participants a Participant ID.** We have created a list of unique Participant IDs based upon the number of participants you provided.

Go to your Dashboard at <https://www.AnniesKitClubs.com/Fundraising/Dashboard> and click the box labeled Export to receive your unique Participant ID Sheet. Our Participant ID Sheet makes it easy to fill in participant information and keep track of ID assignments. In the Annie's Kit Clubs Fundraiser tracking systems, your participants will only be identified by their ID, never by name or any other personal information. Safety first!

When supporters place orders with a Participant ID, the orders will be attributed to both the participant and your organization. The Participant IDs allow you to easily track how many sales each participant has made. Be sure to reward participants with the highest numbers of sales—the more they sell, the more your organization earns!

## Fundraising Pamphlet

Your Fundraising Pamphlet is your most valuable tool for selling Annie's Kit Club Memberships. Participants should use the Fundraising Pamphlet to show potential supporters what Annie's Kit Club are and direct them to the website where they can place orders. The Fundraising Pamphlet can be printed or shared digitally. You are free to print, download and email as many copies as you would like. You can find your Fundraising Pamphlet by clicking the link in the email with this letter.

In the Fundraising Pamphlet, you will find general information about the fundraiser as well as a colorful sampling of Annie's Kit Club Memberships. Along with beautiful photos and club descriptions, each page includes the website and spaces to fill in Participant IDs. The Fundraising Pamphlet showcases many of the Annie's Kit Club Memberships, but not all of them. Supporters can find more options and information through the <https://www.AnniesKitClubs.com> website—just make sure they use a Participant ID at checkout.

For convenient selling, we have also added a coupon sheet near the end of the Fundraising Pamphlet. After cutting out the coupons and filling in the ID, the participant would only need to distribute the coupons to potential supporters. All the supporters would need to do is go to the website and order with the Participant ID. You can print as many coupon sheets as you would like. Supporters do not need to have coupons to place orders.

## Ordering Process

All Annie's Kit Clubs Fundraiser orders must be placed online at the <https://www.AnniesKitClubs.com> website. Supporters will be able to place orders online by themselves—your organization will not be responsible for submitting orders or collecting money.

**Supporters must use a Participant ID for the sales to be attributed to your organization and the participant. The Participant ID should be entered into the offer code box before clicking checkout.** If an offer code is already in the box, supporters must delete the code and add the Participant ID instead. If supporters do not use the Participant ID, the order(s) will not be included among your sales.

All of Annie's Kit Club Memberships are available for purchase through this fundraising program. The clubs and kits in this program are no different from those offered on the Annie's Kit Clubs main website. **Only sales of Kit Club Memberships will be attributed to your fundraiser—no additional supplies, products or individual kits will be counted toward your fundraiser.**

When ordering, supporters can purchase as many club memberships as they'd like. They can add the clubs and quantities to their carts and order all of them with one transaction. Once they place the order with the Participant ID, all of the Annie's Kit Club Memberships in their cart will be attributed to your fundraiser and to the participant. Supporters have the option of ordering for themselves or gifting kit memberships to other people. Their first shipment should mail within two business days of purchase. Your organization is not responsible for any kit or delivery issues. Please refer any product-related issues or questions to Annie's customer service.

## Profits

You can expect to receive profits within 30 days of your fundraiser's closing date. Profits are based upon the number of Annie's Kit Club Memberships sold with rates set at tiered levels. For up to 199 clubs ordered, you will receive \$5.00 for each order. For 200–499 orders, you will receive \$10.00 per order. For 500+ orders, you will receive \$15.00 for each order! Check your Dashboard to view your progress and see how close your organization is to the next tier.

Your fundraiser profits are determined by initial orders only. No matter how long a supporter chooses to continue the membership(s), your organization will receive profits for the first order(s) placed by each supporter during your fundraiser.

## We're Here for You!

We are excited to support you through your entire fundraising journey. If you have any questions or concerns, please contact us at [fundraiser@annieskitclub.com](mailto:fundraiser@annieskitclub.com).

Sincerely,

Mark Oedekoven  
President and COO, Annie's Publishing

The logo for Annie's Publishing, featuring the word "Annie's" in a stylized, cursive script font. The letter "A" is large and ornate, with a small registered trademark symbol (®) to the upper right of the "s".