



Book Fundraising – ‘Magic Blue Canoe’:

Raising money with The Lulus – Magic Blue Canoe – How it works:

Hi and thank you for considering The Lulus “Magic Blue Canoe” book fundraiser. A fun, educational and profitable way to raise funds!

Here is how it works. You simply purchase a sample book/s (\$7.50 per book) to help sell books. You will receive a free Kit including envelopes for team members to collect money, template poster, order forms and a tally sheet to help you keep track of sales. Each book sells for \$14.99 and your organisation will get to keep 50% of the proceeds from each book sold. That is \$7.50 per book!

Sale examples and profits:

Sell	Raise
50 books	\$375
100 books	\$750
200 books	\$1,500
500 books	\$3,750

Once you have sold as many books as you can in your chosen time period you simply order and pay for the books and they will be delivered within a week. Then simply distribute the books to the buyers and you keep 50% of all sales. With no minimum order there is no risk with great fundraising raising potential!

Want to work together? Here is what you should do next:

Plan your goal:

- Decide how much money your organisation needs to raise on planning a successful fundraising drive. The Lulus will provide artwork for posters to promote the books, envelopes for team members to collect money and a tally sheet for you to keep track of your fundraising.
- Choose a time goal. You will need to inform your buyers of when they will be receiving books.

Order sample book and Kit:

- Order your sample book or books with free Kit from The Lulus at <http://www.thelulus.com.au/school-fundraising.html>. You will need to advise The Lulus of how many team members are in your group to allow for the correct amount of envelopes to be included in your Kit.
- Once you have ordered your sample book/s and fundraising kit, an invoice will be issued via email.
- Once payment has been received your sample book/s will be dispatched the following working day.

Selling:

Now that you have your sample book/s you can organise your team and start selling. Industry shows that a school or community fundraising drive usually runs for two weeks whilst some individuals run their drive for up to six months.

You can choose to have your sample book on display and take orders, or you can purchase a sample book for each team member to promote the book to drive sales. Remember sample books are yours to keep!

Collect the money from your team and tally up the total sales so that you are ready to order and pay for your fundraising product and await delivery. Remember to keep your book order forms in a safe place as you will need these to distribute the books out to the individual purchasers once your bulk book delivery has been received.

Place your order:

When your fundraising driver is complete simply send your order form with the total books sold and the books will be delivered within 1 week for you to distribute. Remember your organisation gets to keep 50% of the sale price, which is \$7.50 per book sold towards your fundraising goal!

Payments/Remittances:

To ensure that your book order can be dispatched promptly send detailed remittance advice via email to irene@thelulus.com.au

Clearly outlining:

1. Depositor's name
2. Invoice number/s

DIRECT DEPOSIT – EFT	MAIL – Cheques
Account Name: The Lulus PTY LTD Name of Bank: Bankwest BSB Number: 302 162 Account Number: 0375302 Bank Reference: Your invoice number	The Lulus Att: Accounts Receivable PO Box 5155 East Victoria Park WA 6981

Purchase Terms:

1. No returns of sample book/s.
2. No Minimum order required.
3. Your organisation is solely responsible for the collection of money and distribution of books.
4. Free delivery Australia wide.
5. Payment must be received in full before books will be dispatched.

Please talk to Irene on 1300 THE LULUS or email irene@thelulus.com.au with any questions.

Good Luck! We hope we can work together to achieve fundraising goals for you!

Irene and The Lulus Team

