

# Earn GREEN...

## WITH *green.*



At CAERANclean 1989, our goal is to help you raise the money you need while feeling GREAT about the products you're offering.

Whether one of the thousands with skin conditions or chemical allergies, or if they've joined the effort to adopt and promote an eco-friendly and sustainable lifestyle, your supporters will LOVE helping you "earn green with green". CAERAN gives you the support and products you're looking for.

Manufactured in Cambridge, Ontario, CAERAN has been providing Canadian families with environmentally conscious household cleaners, laundry liquids and personal care products for 30 years. We provide superior quality earth-friendly choices, and fully disclose information on the ingredients we use and the action of those ingredients.

### Earn money in 3 ways:

- **Traditional Campaign** (3 - 5 weeks long. Pre-orders collected by your members. Orders delivered on specified day and ready to distribute.)
- **BLITZ Campaign** (special "AT SCHOOL" 1-day event, with onsite cash purchases)
- **Perpetual Campaign** (Your supporters use your unique Organization ID to shop online at CAERAN.com and your group receives the proceeds monthly. Runs 1 month to 1 year or perpetually.)

### Do MORE for your organization AND the world!

#### Plant trees through your CAERAN GREEN fundraising program.

We are official Tree Planting Partners with **Trees For The Future**, and have set a goal to plant 30,000 trees in 2019...our 30<sup>th</sup> anniversary! Please consider joining us by adding "PLANT TREES" to your campaign. No additional cost to you, or your customers, just GREAT help and hope for families in Sub-Saharan Africa, through the Forest Garden project.

### Fundraising General Information



#### Traditional Campaign: Fundraising money structure:

Your fundraising **Participants** sell directly to customers for the "Retail" price, which includes all taxes. A variety of products and value packs can be selected during the campaign design discussion to match your goals and the demographics of your customer pool.

The amount kept by your **Organization** ranges from **23% to 30%** of the total Retail sold, based on volume of sales (higher volume = higher earnings). (Note: earnings for BLITZ and Perpetual Campaigns to be determined separately, based on program goals.)

Total Campaign Retail Collected	Earnings Level
\$1,000 - \$9,999	C (23%)
\$10,000 - \$14,999	B (27%)
\$15,000 and over	A (30%)

*Sales tax for the product is included in the Retail Price and is submitted by CAERANclean 1989. This is an important convenience for your Participants and Supporters. Your earnings are calculated as (Sales Total - Sales Tax) x Earnings Level %.*

If you are including **Trees For The Future in your campaign**, full details of the number of trees your campaign plants will be provided, along with a certificate of appreciation for your contribution.

### Sales incentives:

Sales incentives and/or prizes can be established to help encourage participation by members/students.

These will be discussed and arranged prior to the campaign start date and will reflect the age range and interest of **Participants** as well as the goals of the organization and capacity of their program sales. Full details and costs/responsibilities will be determined early in the planning.

### Products offered for sale:

**Product offered** will be selected based on specific criteria and demographics of the target group.

A custom **Collection Pouch** and **Brochure** will be created for your campaign based on these selections.

One set of the above will be provided for each **Participant**. In addition, printable files will be sent to the **Campaign Administrator** for additional copies to be printed as needed.

### Payment terms:

Each **Customer** should pay for their order at the time of ordering. A digital **Master Tally Sheet** will be supplied to the **Campaign Administrator** in order to easily tally and calculate totals. **Fifty percent** of the funds due to CAERANclean 1989 must be submitted when the **Master Order** is submitted for fulfillment. **The balance of the funds due is payable just prior to delivery of order.**

Delivery fees to the **Campaign Location** is included in order price (Ontario locations only).

All orders collected by a **Participant** will be packaged together (in multiple boxes if necessary), and labeled, creating an easier pickup/delivery flow at the campaign location.

**Cheque, money order, or e-transfer.** No cash will be accepted as payment by CAERANclean 1989 but can of course be accepted by the Organization.

### Training, Lead Time/Product arrival:

Introduction to the campaign and a "how-to" discussion/rally should happen several weeks prior to the start date of the campaign. If your campaign will include our **Corporate Partner, Trees For The Future**, we can provide several **video** options to help explain the power of planting trees in Forest Gardens in Africa.

The time frame for selling should be no less than 2 weeks and may be as long as 6 weeks. Once the **Master Tally Sheet** and **50% deposit** are received by CAERANclean 1989, orders will ship as per the program details discussed. Shipping arrangements will be coordinated with the **Campaign Administrator** to ensure ship date is acceptable and that preparations have been made to receive the product.

### Campaign support:

**A dedicated contact person at CAERANclean 1989 will be available by email, text or phone during the campaign and the delivery process. It is essential that ONE individual serves as the Campaign Administrator for the fundraising organization.**

**Collection Pouches** and **Brochures** will be supplied based on discussion with campaign administrator. Digital file will be supplied for additional printing if needed.

The Collection Pouches and Brochures are **customized** for your specific campaign. (Logo, slogan, fundraising goal/purpose, etc.)

If desired, **content and images will be provided** to aid with promotion via emails/newsletters, Facebook, website, etc. ALL materials posted in any location or site must be approved by CAERANclean 1989 prior to being posted or distributed.

If desired, **a campaign webpage** can be hosted at [www.CAERAN.com](http://www.CAERAN.com). The content and images for this page will accommodate your needs and will be "live" only during your campaign. This page may take many forms and is a point for discussion.



Thank you for looking to CAERAN  
for your GREEN fundraising program.

We look forward to getting started!

