



## Gift Card Fundraiser

### OVERVIEW:

- Each student is given a sample gift card, envelope, and a sales tracking sheet to sell cards.
- The students have two weeks to sell the gift cards to friends, family, etc.
- At the end of the two weeks the students return the sales tracking sheet with the purchasers information and the money from their gift card sales.
- Ben & Jerry's will give each student the appropriate number of gift cards based upon their sales tracking sheet(s) to distribute to their gift card purchasers.
- The School keeps 25% of everything sold.

### BENEFITS:

- Big 25% Return
- There is no cost to your school. We will pay for the cost of the program.
- No Risk. There is no inventory to buy, no supplies, and no cost.
- Quick. Short time line - two weeks to sell the gift cards.
- It is an easy sell for the kids.
- Simple. All of the gift cards have the same value \$5; no change for the students to handle.
- Real Value. The person who buys the gift card gets full value for helping the school (unlike a sponsorship where you get nothing in return.)
- Awards to the top 5 students who sell the most gift cards. First place = Vermonster Party, 2<sup>nd</sup> through 5<sup>th</sup> = Ben & Jerry's Tie Dye T-shirts

### BOTTOM LINE:

How much can your school raise in one week with this simple fundraiser? If each student sells ten \$5 gift cards:

	Number of Students			
	400	600	800	1,000
25% for the School	\$5,000.00	\$7,500.00	\$10,000	\$12,500

This fundraiser is easy, fast, simple, no risk, and has real value: Because... everyone likes ice cream. Best of all they practically sell themselves.

### GETTING STARTED:

Getting started is also very easy. Pick a week that you want to start selling the gift cards. Early December is the most popular time of year for Gift Cards however they will practically sell themselves any time of year.

We will give you a simple easy package with sales tracking sheets for each class and an envelope with a sample gift card for each student.

The students have two weeks to sell the gift cards.

At the end of the week the students return the envelope with their sales tracking sheets and the money from their gift card sales.

The School keeps 25% of everything sold.

To get started or to set up a meeting with your fundraising committee call Rhett Russell at (360) 970-6849 or e-mail: [rhett@wabenjerry.com](mailto:rhett@wabenjerry.com)