



# Running a World's Finest Chocolate Fundraiser



# Why World's Finest Chocolate?

World's Finest<sup>®</sup> Chocolate is the #1 Chocolate Fundraising Company in the US, with nationally recognized premium quality chocolate.

- Proven success with over **\$4 Billion** raised.
- 200 MILLION chocolate products are sold by WFC each year.
- Our premium chocolate is proudly **MADE IN THE USA**, crafted directly from the cocoa bean.
- We are a third generation, family owned organization that has been making chocolate since 1939.
- We will raise you **MORE MONEY**, in **LESS TIME**, with **LESS EFFORT**, while instilling **GOODWILL** in your **COMMUNITY!**

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# Traditional World's Finest Chocolate Fundraiser

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STEP 1

Order cases, promote sale, distribute chocolate

STEP 2

Encourage selling & collect money

STEP 3

Tally profits, give out prizes

# Tools for SUCCESS!



- Communication Pieces
  - Social Media Kit, Parent Letters
- Prize/Incentive Program
- Virtual or In-Person kickoff
- Use electronic payment methods
- Track the whole sale using our NEW Chocolate Sales Tracker tool
- Your own local representative for personalized attention

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# How to sell the chocolate



## ONLINE

Post about your fundraiser on your website



## SPREAD THE WORD

Post the fundraising details on your social media and encourage your sellers to as well



## Sell by the Box or Bar

Sell to friends and family and local businesses. When they buy the box, they can sell to their friends and family and make 100% of their money back!



**WORLD'S FINEST**  
**CHOCOLATE**

**World's Finest Fundraising™**  
**Going On Now!**

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# Spread the Word

World's Finest Chocolate provides you with everything you need to spread the word about your fundraiser to maximize success.

Start Date:

End Date:



**WE FUND COMMUNITIES™**

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# Rewards are SWEET!

Use your free prize chocolate to build a great reward program for your sellers!  
It will motivate them to keep selling and help you raise more money than ever!



**WORLD'S FINEST CHOCOLATE**

**PRIZE ORIGINALS**

**EARN A PRIZE FROM EVERY LEVEL YOU REACH**  
(Gane un premio por cada nivel que alcanzas)

**COLLECT THEM ALL**

**PLUS ANOTHER ORIGINAL CLIP FOR EACH BOX YOU SELL**  
(Además de otro clip original por cada caja que vendas)

**PERMISSION SLIP**  
(Hoja de Permiso)

**TURN-IN-PRIZE**  
(Premio al Entregar)

**WALLY COLLECTIBLE CLIP-ON**  
(Clip Coleccionable de Wally)

**GLOW IN THE DARK**  
(Brillo en la Oscuridad)

**SELL 1 CASE**  
(Nivel A: venda 1 caja)

**DIFFRACTION GLASSES**  
(Gorros de Difracción)

**SELL 2 CASES**  
(Nivel B: venda 2 cajas)

**JUMBO TUBE OF RAINBOW SLIME**  
(Tubo Jumbo de Masilla Arcoiris)

**7.5"**

**SELL 3 CASES**  
(Nivel C: venda 3 cajas)

**LIGHT UP FLYING DISC**  
(Disco Volador con Luces)

**9.5"**

**SELL 4 CASES**  
(venda 4 cajas)

**WATERPROOF SPEAKER**  
(Bocina a Prueba de Agua)

**3"**

**SELL 5 CASES**  
(venda 5 cajas)

**LIGHT UP FUN GLOVES**  
(Diversos Guantes con Luces)

**5 COLORS  
6 ACTION MODES**

**SELL 7 CASES**  
(venda 7 cajas)

**STRIP STRING LIGHTS**  
(Tira de Luces de 3 Colores con Control Remoto)

**16.4 FEET RGB LIGHT STRIPS**

**3 COLORS REMOTE CONTROLLED**

**TOP SELLER PRIZE**  
(Premio al Vendedor Más Exitoso)

**KARAOKE MACHINE**  
(Máquina Karaoke para 2 Personas)

**IN THE EVENT OF A TIE, A DRAWING WILL BE HELD**  
(En caso de empate se realizará un sorteo)

# Features You Won't Find Anywhere Else

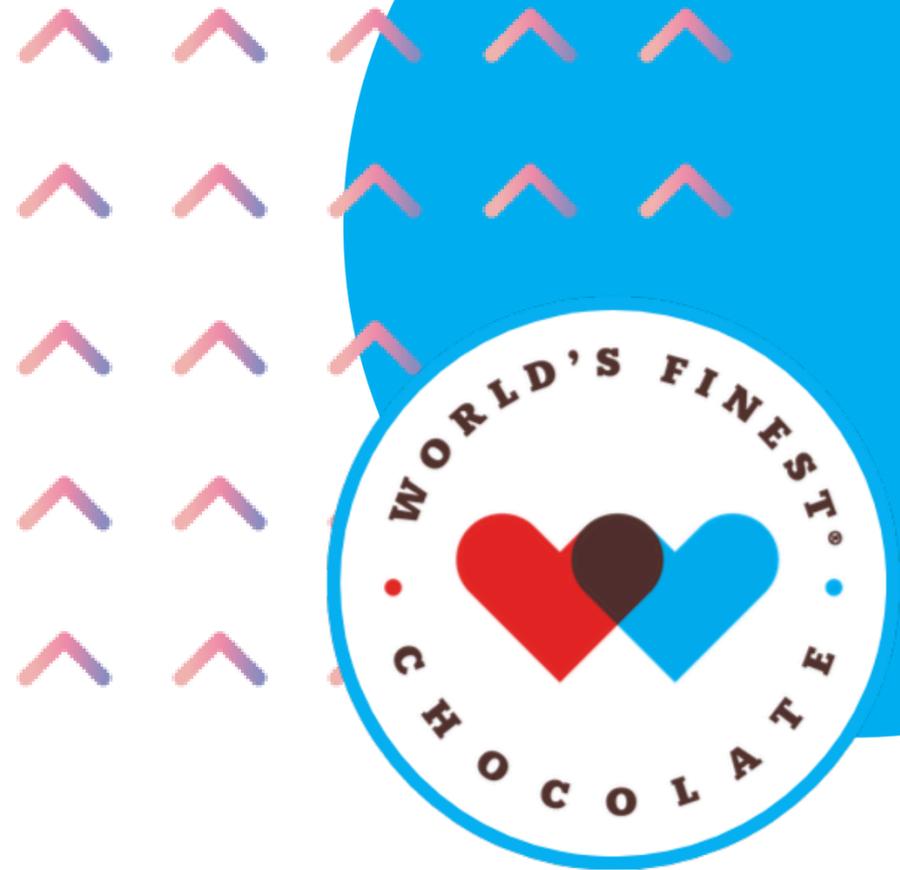
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- **UP TO 50% PROFIT** – up to \$30 profit from each box sold
- **GUARANTEED** - more profits than your last fundraiser
- **FREE CHOCOLATE** - covers seller prize costs
- **SELL OUT BONUS** - up to 5% rebate
- **NO UPFRONT COSTS** - apply for terms today!
- **EASY TO SELL** - by the box to family and friends
- **PERSONAL ATTENTION** - from a local sales rep



# FUNDRAISER PROCESS

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- **Connect with local representative**
- **Order chocolate based on goal and sellers**
- **Chocolate arrives ahead of your sale**
- **Promote the sale online in the gym**
- **Run a fun incentive program**
- **Sell the chocolate for 2 weeks**
- **Use BONUS DAYS!**
- **Wrap Sale**
- **Send payment within 30 days**
- **Enjoy your profit!**

# Benefits of working with WFC:

## New Customer Benefits:

- **5 FREE BOXES** with 100 purchased
  - \$300 value to pay for additional seller incentives
- **10 FREE BOXES** with 200 purchased
  - \$600 value to pay for additional seller incentives



*The fundraiser that delivers **SWEET** profit!*

# Limitless Fundraising Potential



100 boxes sold @ \$27 profit each = \$2,700 profit  
+\$900 new customer incentive

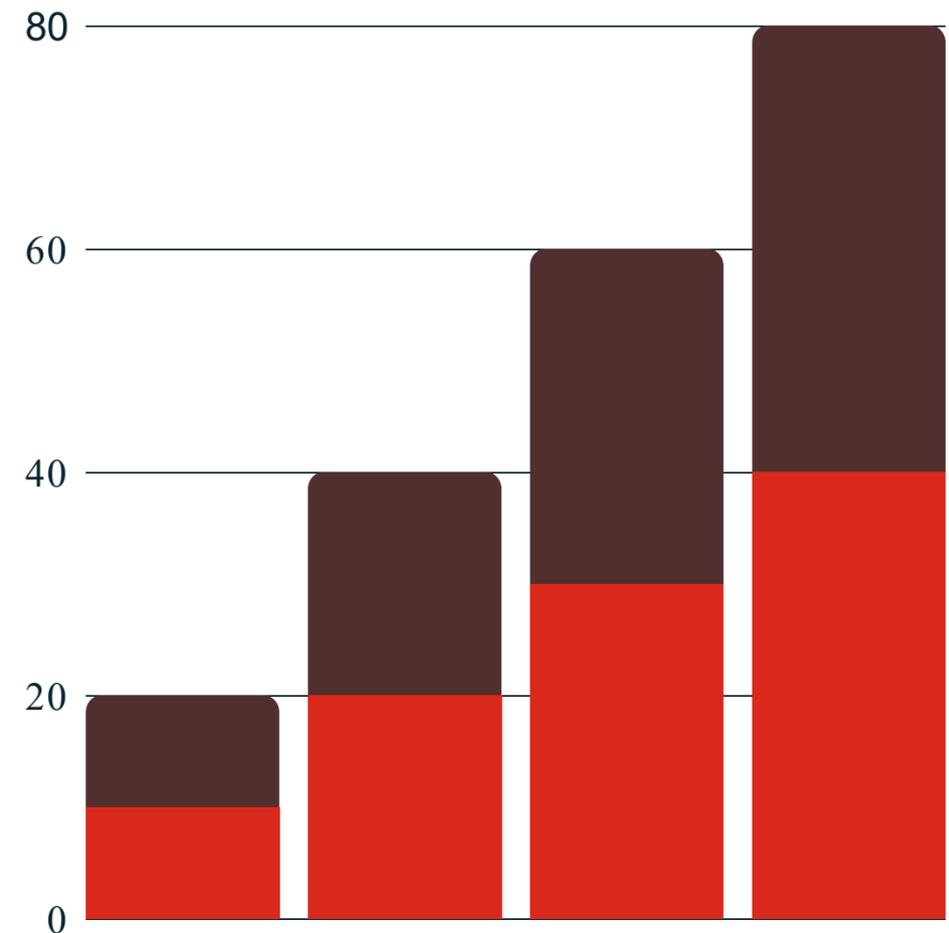
***\$3,600 to your group!***

300 boxes sold @ \$27 profit each = \$8,100 profit  
+\$1,800 new customer incentive

***\$9,900 to your group!***

700 boxes sold @ \$30 profit each = \$21,000 profit  
+\$1,800 new customer incentive

***\$22,800 to your group!***



# \$1 & \$2 Product Pricing Information

	Price per Box 1-49 Boxes	Price per Box 50-699 Boxes	Price per Box 700+ Boxes
\$1 Stock Bar Variety Pack (60 Count)	\$36	\$35	\$32
\$2 Stock Bar/Carton Variety Pack (30 Count)	\$36	\$36	\$33
\$2 Stock Bar Variety Pack (30 Count)	\$36	\$36	\$33

Profit per case ranges from \$24 - \$30 depending on how many cases you buy.



- 60 Bars sold for \$1 each
- Case Makeup:
  - 12 - Almond Bars
  - 12 - W.F. Crisp Bars
  - 18 - Caramel Bars
  - 6 - Milk Chocolate Bars
  - 6 - Dark Chocolate Bars
  - 6 - Wafer Bars

# \$1 Stock Variety Pack



- 30 Items sold for \$2 each
- Case Makeup:
  - 12 - *Continental Almonds*
  - 3 - *Caramel Whirls*
  - 3 - *Mint Meltaways*
  - 6 - *Almond Bars*
  - 3 - *W.F. Crisp Bars*
  - 3 - *Wafer Bars*

# \$2 Stock Bar/Carton Variety Pack



- 30 Bars sold for \$2 each

- Case Makeup:

- 9 - Milk Chocolate and Almond Bars

- 6 - Caramel Bars

- 6 - W.F. Crisp Bars

- 3 - Milk Chocolate Bars

- 3 - Dark Chocolate Bars

- 3 - Wafer Bars

# \$2 Stock Bar Variety Pack



# Make It Your Own

## Case Personalization

Choose the design on your boxes:

- School Mascot
- Sports Team Name
- Company Logo

*Any image of your choosing!*

1,000 case minimum.

3-4 week lead time – order further in advance for your fundraiser!

No returns accepted.



# Best Practices for Maximum Profits

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- **BIG KICKOFF EVENT** – get everyone excited and informed
- **PARENT COMMUNICATIONS** – get parents involved
- **PRIZE PROGRAM** – boost student participation
- **DAILY UPDATES** – communicate results regularly
- **PROMOTE ONLINE** – use social media to sell chocolate
- **GET LOCAL** – involve local businesses to support you



# FAQs

## Is there a minimum order quantity?

Yes, there is an 8 case minimum to place a non-personalized order.

## Can I return chocolate?

If you worked with your local fundraising specialist and are not happy with your order, he/she may assist you with a replacement or refund.

## What if I can only afford less than 8 cases?

Fundraising products can be purchased at select locations across the country. Your local fundraising specialist can help you find the nearest location to buy smaller quantities.

## How soon can I start?

Getting started is as simple as contacting your local rep or ordering online. Once you place your order, you can receive it in as quickly as 3-5 business days.



# YOUR profit potential

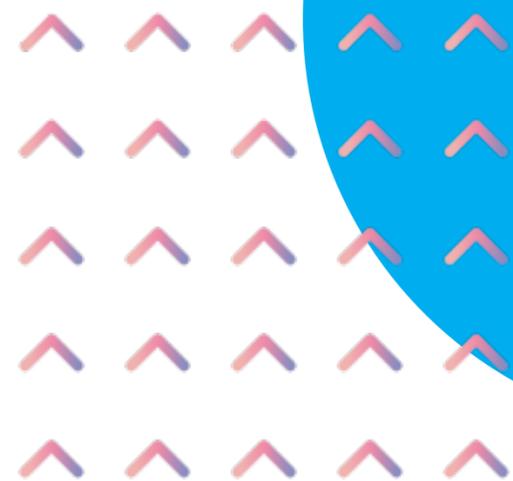


- 500 kids selling 2 boxes each = 1,000 boxes
- 960 boxes @ \$26 profit per box = \$24,960.00 profit
- 40 of the 1,000 boxes would be FREE = \$2,400
- Sellout bonus on 960 boxes would be a bonus of 2% of invoice = \$576
- **Total profit potential for YOU = \$27,936.00**

- Suggested initial order 400 boxes
- 376 boxes @ \$25 profit per box = \$9,400 profit
- 24 boxes of the 400 would be FREE = \$1,440
- Sellout bonus on 376 boxes would be a bonus of 1% of invoice = \$102
- **Total profit: \$10,840.00**

# Thank You & Q&A

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We look forward to helping you hit your  
fundraising goal!!