



Has Your Fundraising Company Raised Over \$4.35 BILLION?

If not, then

DARE TO COMPARE!

FEATURE & BENEFITS	WFC	POPCORN/ SNACKS	GIFTS/ CANDIES	CHEESECAKES/ COOKIE DOUGH	MAGAZINES
Average Price Range of Products	\$1-\$2	\$5-\$20	\$12-\$30	\$16-\$20	\$20+
Profit % That Most Accounts Receive	Up to 50%	Up to 40%	Up to 40%	Up to 40%	Up to 40%
New Customer Bonus Worth \$600 or MORE	YES	Rarely	Rarely	Rarely	Rarely
Will Guarantee You a 10%+ Increase	YES	No	No	No	No
Made in the USA	YES	Yes	Sometimes	Yes	Yes
Easy for Parents	YES	Sometimes	Rarely	Rarely	Rarely
Great Value for the Money	YES	Rarely	Rarely	No	Sometimes
In-Hand Selling Option Available	YES	Rarely	No	No	No
Order Taker Selling Option Available	YES	Yes	Yes	Yes	Yes
Typical Delivery Time	DAYS	Weeks	Weeks	Weeks	Weeks
Easy to Distribute	YES	Sometimes	Sometimes	No	N/A
Quality Product People Actually Want	YES	Sometimes	Sometimes	Sometimes	Sometimes
Valuable Coupon Included with Each Item	YES	No	No	No	No
Free Product for Even Higher Profits/Prizes	YES	No	No	No	No
Sellout Bonus	YES	No	No	No	No
Return Unsold Product for Credit	YES	No	N/A	N/A	N/A
TOTAL SCORE	YES	NO	NO	NO	NO

♥ **Value:** Making a school \$15,000 in PROFIT (556 cases of chocolate) is the equivalent to:

- ♥ 1,200 Coupon Books
- ♥ 2,100 Tubs of Cookie Dough
- ♥ 2,500 Gift Items

♥ **All the tools you need to be successful:**

- ♥ Sale tracker for making record keeping a breeze.
- ♥ Individual attention from your personal rep that will custom-tailor a promotional program for you.
- ♥ Strong kickoff presentation to launch your fundraiser with enthusiasm.
- ♥ Posters, social media images, and tips for promoting your sale.

♥ **Brand recognition:** World's Finest® Chocolate has been a trusted fundraiser since 1949 - with a product so delicious, it sells itself!