



First Aid Kits Fundraising Introduction

It's **EASY**, **HEALTHY**, and **PROFITABLE** and sell a product people want and need.

The first aid kits are a new and healthy approach to fundraising. With the current budget squeezes and cuts, there is a bigger need than ever for fundraising. At the same time, junk food based fundraisers like cookie dough and candy are becoming less and less acceptable. The opportunity to help your organization accomplish your fundraising goal is a wonderful combination!

We offer:

1. **50% PROFIT** on every kit sold!
2. Most kits sell for \$12 and \$25
3. No money up front
4. No Contracts, No Minimums, Free Shipping
5. Orders packed per seller
6. Delivered in 7-10 business days (from the time order/payment are received)
7. First Aid for Business (meets OSHA requirements and ANSI standards)
8. Built in the USA (supporting American jobs)
9. Endorsed by the American **Red Cross**
10. Everyone needs First Aid (helping your supporters “be prepared”)

Is this better than other fundraisers?

There is no risk to your organization. Decide the dates and how long you want to fundraise for. (I recommend no longer than 2 weeks). All you need to do is agree to participate in the first aid kit fundraiser and request the number of fundraising brochures your group needs for each participating seller. Once you receive the brochures/collection envelopes (7-10 days), you will issue them to your group with a parent letter (you provide, we have samples to email to you). At the end of the sale you collect the orders and money, enter your order on our order form (we will email you the order form), submit your order with 50% of the sales to customer service.

You retain 50% of your total sales and you have just helped your community “Be Prepared!”

For more information, get started: call or email today!

Service Fundraising 800-236-2696 orders@servicefundraising.com

SHARE IN THE SUCCESS

Earning funds with Right Response® is easy and profitable.
Groups like these are exceeding their goals every day selling first aid kits that everyone needs!



\$46,000 in sales

Elementary School
319 Students

"It's easy to sell. Something everyone needs!"

- Principal



\$15,000 in sales

Little League
130 Players

"This is the best fundraiser we've ever had!"

- Little League President



\$22,000 in sales

Boy Scout Troop
20 Scouts

"The value of the kits we sold was fantastic!"

- Scout Leader



Over \$4,000 in referral rewards

Youth Choir
103 Members

"Refer-a-Friend is such an easy and stress-free way to raise money!"

- Choir Director



Your success is our priority! Our Specialists are fundraising pros who will help maximize your sales. Our Customer Service Team is ready to answer any questions. Just call us at (800) 658-8690 and get what you need for a successful fundraiser!



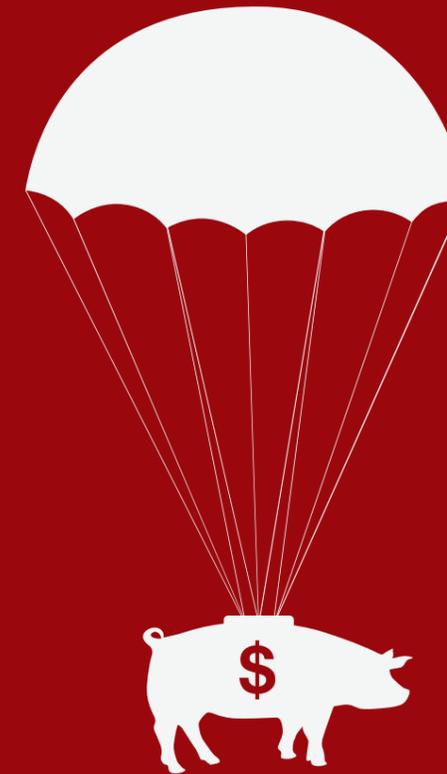
Every Right Response® first aid kit is built in the USA, supporting American jobs. Nearly all the first aid supplies are sourced from American manufacturers, assuring the quality and trust built into every kit.

Your Fundraising Specialist is:

RIGHT RESPONSE®
RESPONSIBLE FUNDRAISING

Service Fundraising 800-236-2696 orders@servicefundraising.com

Fundraising with First Aid Kits



Need Fundraising?

RIGHT RESPONSE®
RESPONSIBLE FUNDRAISING

3 Easy Ways to Reach Your Fundraising Goals



Quick Sell Backpacks

Buy now. Pay later. Show & Sell.

Sell and deliver at the same time with Quick Sell Backpacks! Each backpack features our best selling first aid kits which generate a 50% profit. And as a bonus, the seller keeps the backpack!

- Order. Sell. Pay. (Don't pay for 30 days)
- See profits immediately
- Backpacks give participants a clear selling goal



2. Brochure Fundraising

Catalog selling. No money up front.

Start your fundraising with no money up front! Sell using free color brochures showcasing innovative first aid kits. Earn a 50% profit!

- No minimums required and no money up front
- Easy to set up, easy to sell
- Free ground shipping



3. Refer-a-Friend Rewards

Help friends raise money and boost your fundraising income at the same time! With Refer-a-Friend, when your friends do a Right Response® fundraiser, you can earn a percentage on all of their purchases. There's no limit on how much money your group can make!

- Show friends how to raise funds
- Earn with referrals alone or add to kit sales income
- Reward checks sent directly to you

\$25 Kits | 50% Profit Chart



Number of Participants	AMOUNT SOLD BY EACH PARTICIPANT						
	4 Items Profit Per Participant	6 Items Profit Per Participant	8 Items Profit Per Participant	10 Items Profit Per Participant	12 Items Profit Per Participant	16 Items Profit Per Participant	24 Items Profit Per Participant
	= \$50	= \$75	= \$100	= \$125	= \$150	= \$200	= \$300
10	\$500	\$750	\$1,000	\$1,250	\$1,500	\$2,000	\$3,000
25	\$1,250	\$1,875	\$2,500	\$3,125	\$3,750	\$5,000	\$7,500
50	\$2,500	\$3,750	\$5,000	\$6,250	\$7,500	\$10,000	\$15,000
75	\$3,750	\$5,625	\$7,500	\$9,375	\$11,250	\$15,000	\$22,500
100	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000	\$20,000	\$30,000
150	\$7,500	\$11,250	\$15,000	\$18,750	\$22,500	\$30,000	\$45,000
200	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000	\$40,000	\$60,000
250	\$12,500	\$18,750	\$25,000	\$31,250	\$37,500	\$50,000	\$75,000
300	\$15,000	\$22,500	\$30,000	\$37,500	\$45,000	\$60,000	\$90,000
350	\$17,500	\$26,250	\$35,000	\$43,750	\$52,500	\$70,000	\$105,000
400	\$20,000	\$30,000	\$40,000	\$50,000	\$60,000	\$80,000	\$120,000
450	\$22,500	\$33,750	\$45,000	\$56,250	\$67,500	\$90,000	\$135,000
500	\$25,000	\$37,500	\$50,000	\$62,500	\$75,000	\$100,000	\$150,000
550	\$27,500	\$41,250	\$55,000	\$68,750	\$82,500	\$110,000	\$165,000
600	\$30,000	\$45,000	\$60,000	\$75,000	\$90,000	\$120,000	\$180,000
650	\$32,500	\$48,750	\$65,000	\$81,250	\$97,500	\$130,000	\$195,000
700	\$35,000	\$52,500	\$70,000	\$87,500	\$105,000	\$140,000	\$210,000
750	\$37,500	\$56,250	\$75,000	\$93,750	\$112,500	\$150,000	\$225,000
800	\$40,000	\$60,000	\$80,000	\$100,000	\$120,000	\$160,000	\$240,000
850	\$42,500	\$63,750	\$85,000	\$106,250	\$127,500	\$170,000	\$255,000
900	\$45,000	\$67,500	\$90,000	\$112,500	\$135,000	\$180,000	\$270,000
950	\$47,500	\$71,250	\$95,000	\$118,750	\$142,500	\$190,000	\$285,000
1,000	\$50,000	\$75,000	\$100,000	\$125,000	\$150,000	\$200,000	\$300,000

5 Reasons Groups Love Our Fundraisers

- 50% Profit
- No Minimums
- Free Shipping
- No Contracts
- Product Everyone Needs

Each Zip
Kit Sells for
\$12



Item 720030 - **6 Zip Kit Backpack**
1 Auto, 1 Home, 1 Sport,
1 Pet, 1 Outdoor, 1 Ow-Wee Zip Bags
Your Cost - \$180/case
Your Profit - \$180/case

Show and Sell with Backpacks

Speed up your fundraising with Quick Sell Backpacks that inspire participants to sell more!

Each backpack features our most popular first aid kits, delivering a **50% profit** with every sale. Buyers get their kits immediately as your fundraising income rises.

Earn more by using our first aid kit catalog *with* your backpack sales, pushing your profits even higher!

- Show. Sell. Make a 50% profit!
- Order. Sell. Pay.
(30 days to pay - credit card required)
- Free ground shipping
(for orders of 4 or more cases)
- Order by case quantities
(5 backpacks per case)

Customer Service
Service Fundraising
800-236-2696
fax 888-511-2898
orders@servicefundraising.com

RIGHTRESPONSE®
RESPONSIBLE FUNDRAISING

QUICK SELL BACKPACK COMBOS



Item 720034 - **Sport Zip Kit Backpack**
6 Sport Zip Kits
Your Cost - \$180/case (5 backpacks per case)
Your Profit - \$180/case



Item 720031 - **Soft Kit Backpack**
5 Red Zippered Soft Kits
Your Cost - \$312.50/case (5 backpacks per case)
Your Profit - \$312.50/case



Item 720032 - **Active Kit Combo**
1 Deluxe Outdoor Soft Kit, 1 Red Soft Kit
1 Auto, 1 Outdoor, 1 Sport Zip Bags
Your Cost - \$252.50/case (5 backpacks per case)
Your Profit - \$252.50/case



Item 720033 - **Soft Kit-Zip Kit Combo**
2 Red Soft Kits
3 Auto, 3 Sport Zip Bags
Your Cost - \$305/case (5 backpacks per case)
Your Profit - \$305/case

TELL US ABOUT YOU

Getting started with Right Response® fundraising is easy. Complete this form, select the backpacks you want and we'll ship everything you need to exceed your fundraising goals!

Organization

Name _____

Street _____

City _____

State _____ Zip Code _____

Contact

Name _____

Title _____

Phone _____ Cell _____

Email _____

Shipping

Business Residential Ship to above (Check all that apply)

Street _____

City _____

State _____ Zip Code _____

Event

Planned Start Date _____ Planned End Date _____

Group Size _____ Our goal \$ _____

Date Materials Needed _____ Refer-a-Friend ID _____

Fundraising Specialist Name / ID _____

Payment Method

Credit Card Customer Service will contact you after your order has been received, provide you with your total charge (plus shipping if applicable) and collect your credit card information.

Terms Credit card required. We'll send you an invoice and you pay within 30 days of the ship date. If no payment received within 45 days, your credit card will be charged.

By signing this agreement I am stating that I am an authorized representative of the organization. I agree to pay the total (including shipping charges where applicable) within 30 days of the ship date.

Signed _____ Date _____

Return this form to:

Customer Service
Service Fundraising
800-236-2696

fax 888-511-2898

orders@servicefundraising.com



Order Backpacks & Fundraising Materials

ITEM	QTY.	\$/CASE	TOTAL
720030 6 Zip Kit Backpack 1 Home, 1 Auto, 1 Sport 1 Pet, 1 Outdoor, 1 Ow-Wee \$180/case (5 backpacks)	<input type="text"/>	x \$180	<input type="text"/>
720034 Sports Backpack 6 Sport Zip Kits \$180/case (5 backpacks)	<input type="text"/>	x \$180	<input type="text"/>
720031 Soft Kit Backpack 5 Red Zippered Soft Kits \$312.50/case (5 backpacks)	<input type="text"/>	x \$312.50	<input type="text"/>
720032 Active Kit Combo 1 Dlx. Outdoor Kit, 1 Soft Kit, 1 Auto, 1 Sport, 1 Outdoor \$252.50/case (5 backpacks)	<input type="text"/>	x \$252.50	<input type="text"/>
720033 Soft Kit-Zip Kit Combo 2 Soft Kits, 3 Auto, 3 Sport \$305/case (5 backpacks)	<input type="text"/>	x \$305	<input type="text"/>

FUNDRAISING MATERIALS

Item 230087
Fundraising Kit
Brochure w/order form, envelope

FREE



Item 230775
Event Promotion Poster

FREE



* **Free shipping when ordering 4 or more cases.** Contact Customer Service for shipping charges if case minimum is not met AND you are paying by check. Contact Customer Service if paying by credit card.

SHIPPING* \$
TOTAL \$

100% PRODUCT QUALITY GUARANTEE!
Please note: **NO RETURNS** on unsold items

RIGHTRESPONSE®
RESPONSIBLE FUNDRAISING

800-236-2696

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