



# PURIUM GIVES: 501(C)(3) FUNDRAISING PROGRAM

## WHAT IS IT?

With this program, members can enroll any non-profit organization (501(c)(3)) with a FREE Launch Pack and unlimited gift cards. The organization creates their own Gift Card code, so they can begin to receive commissions/donations. 20% of sales goes directly to their fundraising efforts, and you earn your normal 5%.

## HOW DO THEY ENROLL?

Give the organization your Gift Card Referral code. Then have them follow these easy steps:

1. Go to [Puriumenrollment.com](http://Puriumenrollment.com)
2. Add a "Launch Pack" with unlimited Gift Cards. The \$499 value will be zeroed out by choosing non-profit and uploading a letter of determination.
3. Click "Next" to skip adding products step (or shop for yourself).
4. Enter "Referral Code" of the Purium brand Partner who shared this program.
5. Choose "Non-profit" as your account type and upload your 501(c)(3) letter of determination. This will zero out your balance!
6. Fill out the remainder of the form and complete your order.

## WHO WILL WANT TO ENROLL?

Any organization that is registered as a 501(c)(3) non-profit. Examples:

- Private schools
- Club sports
- Booster club
- Churches and Temples
- Hospitals

## WHY WILL THEY WANT A LAUNCH PACK?

The organization can give out their Gift Card code to ANYONE involved with their organization. A typical customer can generate over \$1,000 in sales activity over their lifetime and the organization will earn 20% of that. There is no cost to purchase a Launch Pack and no products to distribute. There will be significant savings for all members of the organization. All marketing materials are electronic, so this fundraising initiative can be national in scope.

### **PLUS! Fundraising with superfoods is...**

- Healthier than candy drives or bake sales
- Eco-friendlier than gift wrap sales
- Continuous, not temporary, so fundraising potential is HIGH!

# MARKETING TIPS & TOOLS

## FOR BRAND PARTNERS

### Social Squares

Use to announce the promotion on Facebook & Instagram (tag your favorite non-profits with “Did you see this?” Text your excitement to your kid’s soccer coach and ask who you can talk to about team fundraising. Hashtag #PuriumGives and/or #SuperfoodsforHumanity.

### Flyer & Webpage

These two materials will explain who Purium is and what the fundraising program is all about.

### iShopPurium.com

Show off the site, let them see for themselves how cool we are!

### Suggest

Why is Purium the BEST way to fundraise for their cause? Eco-friendly, health-forward and lucrative.

### Inspire

Suggest they create a body challenge with their members, employees and supporters!

### Extra Social Media

Create your own buzz and excitement with Facebook posts and Instagram. Tag #PuriumGives and/or #SuperfoodsforHumanity.

## FOR THE NON-PROFIT ORGANIZATION

### Program Letter

The organization can use our pre-made letter template and insert their own logo at the top. They can use the entire letter or copy and paste key elements into their own marketing communications.

### Body Challenge

Create a body challenge with organic superfoods for members every day.

### Health Education

Use our videos, blogs and website to explain how our superfoods can help improve major health challenges.

### Extra Social Media

Create your own buzz and excitement with Facebook posts and Instagram. Tag #PuriumGives and/or #SuperfoodsforHumanity.

### Facebook Ads

Boost your Purium Facebook posts that you share and customize the audience with your own mailing list.