



INTRODUCING PURIUM'S 501(c)(3) FUNDRAISING PROGRAM

Simple. Effective. Free.



NO COST TO START • NO PRODUCTS TO DISTRIBUTE
EASY TO ACTIVATE • YOUR ORGANIZATION EARNS MONEY
YOUR MEMBERS SAVE MONEY

Purium was founded on the concept of giving back to the community and by giving \$50 Gift Cards. We have been manufacturing all-natural, non-GMO superfoods in Southern California for the past 25 years. From 2013-2016 our company was recognized as one of the 5000 fastest-growing private companies by Inc. Magazine. Because of this success, we felt it was the perfect time to give back to charities across the US and Canada.



ENROLL FOR FREE

Create a healthy body challenge and provide organic superfood for your members every day. It's like adding a "DONATE" button to your members' computers. And it can GO VIRAL!

1. Go to 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.

EARN BACK 20% FOR LIFE!

Launched on Giving Tuesday 2017, our fundraising program is simple. Your organization partners with Purium to distribute \$50 Gift Card to each of your members and supporters. Simply choose a Gift Card Code (usually the name of your organization). This code allows your members to **save \$50** on their first purchase at our website iShoppurium.com. After this first purchase, they will **save up to 25%** on future purchases as Loyal Customers. Most importantly, your Gift Card code connects their purchases with your organization and **Purium donates 20% of their purchases** back to your group. This connection (and the 20% donation) continues as long as your members continue to order Purium products. Plus, your members can share your organization's gift card code with friends and family. Your group earns 20% on these purchases as well! There is **NO COST** to your organization. There is **NO PRODUCT INVENTORY** to handle and distribute. The Gift Cards and marketing letters are all electronic.

WHY DO YOUR MEMBERS NEED OUR PRODUCTS?

More and more people suffer from health challenges related to diet: poor digestion, low energy, depression, aches, pains, sleep issues and much more. At Purium, we have the most trusted natural, organic and gluten-free superfood solutions available anywhere. Start a movement and give the gift of good health to those who support you!

EXPECT TO EARN \$200 PER PURIUM CUSTOMER!

Here's how you can hit your fundraising goal. A typical Purium customer will make more than \$1000 in purchases over his/her lifetime and your 501(c)(3) organization earns 20% for life. This means your organization can expect as much as \$200 in lifetime donations for every person who redeems a Gift Card!

- 10 redemptions - approximately \$2000 in lifetime donations
- 100 redemptions - approximately \$20,000 in lifetime donations
- 1000 redemptions - approximately \$200,000 in lifetime donations