

MELALEUCA FUND RAISING PROGRAM

INTRODUCTION

All across the country, organizations are being faced with the challenge of providing quality services with shrinking funds. Each year a variety of projects are undertaken in an effort to generate additional income. Whether it is a sale of wrapping paper, baked goods, candy bars or other products, traditional programs require selling something.

The result is often LONG HOURS and a small financial return. Participants sometimes lose patience with the pressure to "sell" yet another item. Paperwork is a hassle and the need to deliver goods creates more frustration. Each new year begins at ground zero. Often people who buy products from fundraisers are doing so in spite of the quality of the goods and/or their need for such items.

HOW IS THE MELALEUCA PROGRAM DIFFERENT?

Melaleuca, Inc. is an Idaho-based company founded in 1985 which manufactures over 300 personal care, home hygiene and nutrition products; and is the exclusive marketer of Nicole Miller skin care and cosmetics.

These are daily, consumable household items that ALL families use in their home on a regular basis such as toothpaste, shampoo, deodorant, laundry detergent, household cleaners, vitamins, etc.

When people choose to support this fund-raising effort, they are simply REDIRECTING their monthly purchasing habits toward higher quality products that cost the same or less than what they are already spending. They are using no "new money". Additionally, Melaleuca's products are highly effective, cost competitive, environmentally safe and FULLY GUARANTEED.

HOW ARE THESE PRODUCTS MARKETED?

Instead of the organization or members warehousing these products, taking orders and delivering them, PEOPLE PURCHASE DIRECTLY FROM MELALEUCA.

The members of the organization who recognize the advantages of switching over to Melaleuca products, both for their families and for the organization, can become "preferred" Melaleuca customers.

Customers simply order the products they want each month VIA A TOLL-FREE NUMBER or the INTERNET and THE COMPANY WILL SHIP ALL PRODUCTS DIRECTLY TO THEIR DOOR.

"Preferred" Melaleuca customers get a 30-40% SAVINGS over retail prices, and when they order each month by the 25th, receive 10% back in free products. Through Melaleuca, people are given the opportunity to become part of a wholesale shopping network.

HOW DOES THIS GENERATE LONG-TERM FUNDING FOR THE ORGANIZATION?

As people come into this wholesale shopping network, the organization will receive 7% of all of the products purchased each month by members. This means that the organization will receive residual checks month after month, year after year.

Because customer satisfaction is so high, a network can quickly grow beyond the bounds of the organization, as people recommend Melaleuca to their families, friends and associates.

As the organization's network of customers grows in size, there is the opportunity to benefit financially beyond the residual 7% income. Melaleuca also has a generous compensation program that includes a monthly automobile allowance. Once the organization's members' purchases reach 20,000 product points

each month, the organization earns an additional \$400.00/month for a vehicle. At 50,000 product points or more each month, the organization earns an additional \$1,000.00/month.

THE DESIGN OF THE MARKETING PLAN ENCOURAGES A WIN-WIN SITUATION

For those families who choose to take advantage of what Melaleuca offers, many will simply purchase products each month for their personal use. There is no requirement or pressure to do anything beyond that.

Yet, many families may find themselves sharing Melaleuca with others, and can also earn money for the effort they are putting into the program. Because creating a Melaleuca business is a PROCESS OF SHARING INFORMATION, NOT SELLING PRODUCTS, many get very excited about it.

There is the potential for all members of the organization to experience the benefit of exceptional products and a way to generate additional income while helping the organization at the same time.

LOW INVESTMENT WITH NO RISK

To enroll as a Melaleuca customer, the membership cost is \$29.00 plus state tax. To receive the products at wholesale, each family membership agrees to purchase a low monthly minimum of 35 product points (about \$45.00 - \$55.00).

The average family spends \$75- \$150 each month on similar products. These products are household staples – **it is not a buying decision: “Will I buy toothpaste, etc...?” – it is a shopping decision: “Where will I buy toothpaste, etc.?”**

There is a complete product catalogue and information package provided, as well as a year’s subscription to the monthly newsletter. All products have a full money-back guarantee. Because of these extensive guarantees, Melaleuca provides a truly RISK-FREE opportunity.

HOW DO YOU GET STARTED?

1. The first step is for the organization to become a Marketing Executive and Preferred (wholesale) Customer.

This requires completing necessary paperwork to set up your non-profit status with Melaleuca.

An initial order of products (35 product points or more) must accompany the agree-ments to activate your membership.

2. The second step is to determine who in the organization will be designated as the contact person(s). This is critical, as they will be working with the support team to manage the organization.
3. Next, we need to ascertain which members of the staff will participate fully so as to have a core group that fosters enthusiasm and commitment.
4. The members should be informed about this new fundraising program through a series of meetings, one-on-one presentations, a newsletter, or by whatever method is deemed most appropriate.

IN SUMMARY

Melaleuca is currently providing many organizations with a very exciting vehicle for CONTINUOUS, RESIDUAL FUNDRAISING INCOME.

The products are exceptional and the marketing plan allows for a fantastic PERM-ANENT RETURN for a strong initial effort.

The organization has NO RISK, NO SELLING, NO DELIVERIES, and MINIMAL PAPERWORK.

Customers have direct access to the company to order products, answer questions and handle customer service.

Melaleuca's extensive guarantee protects anyone from incurring any financial risk, and with the potential of substantial ONGOING INCOME, we feel this is the most rewarding fundraising program available.

Let us assist you today in developing a program that can help provide for the financial needs of today and those of the years to come.

WHY MELALEUCA MAKES SENSE AS A FUNDRAISER

Most of the people in your organization buy the consumable products that Melaleuca produces each month at BJ's, Costco, CVS, Wal-Mart, their favorite supermarket, etc. Most likely, none of these people own stock in any of these stores, or are paid to shop there - but shop there out of habit.

Instead of spending their money at retail stores to benefit large corporations, wouldn't it be better to spend the same money with a company that rewards their loyal customers for word-of-mouth referrals?

Our goal is to encourage them to "switch stores" and spend no new money – instead re-direct their purchases to Melaleuca and receive better, safer and more cost-effective, quality products.

As this transition happens, your organization starts to earn money and so do your members.

This is a win-win situation for all concerned. Many of your members have joined Costco's, BJ's or Sam's Club to buy products at wholesale. This is the same thing they will do with Melaleuca from the ease of their home, but don't have to buy in bulk.

It makes sense to shop with Melaleuca and utilize their hard-earned income not only to better themselves financially, but at the same time, help their organization raise funds to meet its financial goals.

WHAT CAN YOUR ORGANIZATION EARN?

EXAMPLE USING AVERAGE 50 PRODUCT POINTS ORDERED PER MEMBER EACH MONTH

100 members = 5,000 base points per month = \$ 350.00/month, \$4,200.00/year
200 members = 10,000 base points per month = \$700.00/month, 8,400.00/year
300 members = 15,000 base points per month = \$1,050/month, \$12,600.00/year
400 members = 20,000 base points per month = \$1,800.00 month, \$21,600/year
500 members = 25,000 base points per month = \$2,150.00/month, \$25,800/year
600 members = 30,000 base points per month = \$2,500.00/month, \$30,000/year
700 members = 35,000 base points per month = \$2,850/month, \$34,200.00/year
800 members = 40,000 base points per month = \$3,200/month, \$38,400.00/year
900 members = 45,000 base points per month = \$3,550/month, \$42,600.00/year
1000 members = 50,000 base points per month = \$3,900/month, \$46,800.00/year