

# FUNDRAISING TIPS & INFORMATION GUIDE

Dear AAE Family,

Thank you for your interest in and support of our Christmas fundraising program for 2023! Let African American Expressions partner with you and help attain your goals by making the most of your fundraising efforts. Our products have generated MILLIONS of dollars for individuals, schools, churches and various other organizations for over 30 years. We welcome you! Take your African American Expressions catalog to work, church or school and pass it around! Share the digital catalog via social media, text or email! What could be easier? Don't hesitate – start selling today! We work with individuals and groups of all sizes.

## Here are 3 EASY Options to Choose From:

OPTION  
1

### Sell & Buy

Take pre-payment from your customers (family, friends, etc.) using our colorful sales catalogs. Sales catalogs can be purchased for \$.35 each.

Once you have completed your sales drive, combine all the orders from your sales catalogs and fill out the enclosed yellow order form. **The \$200.00 minimum order is based on the subtotal of the discounted pricing on the yellow fundraising form NOT the total money collected from your customers. If the \$200 minimum is not met the order will default to full RETAIL pricing!**

After you have collected payment for your order, simply total your order (including shipping charges) and fax or mail it to us with payment in full, or place your order online for faster processing. The difference (40% of your sales before shipping/handling charges and sales tax where applicable are applied) is your profit!

OPTION  
2

### Buy & Sell

Purchase products of your choice and sell from your own inventory. Complete and total the enclosed yellow fundraising order form, including shipping/handling charges and tax if applicable, and fax or email it to us with payment in full, or place your order online for faster processing.

**The \$200.00 minimum order applies to this option and is based on the subtotal on the yellow fundraising order form.** Many customers find it helpful to purchase the Representative or Home Kit to start the ball rolling. It lets your customers see and feel the product quality and each kit gets you half way to reaching the \$200.00 minimum!

OPTION  
3

### Purchase at Retail Price

Purchase products of your choice for yourself or as gifts for others. Place orders online, via telephone, fax or mail with payment in full to our office. Retail prices are listed in the sales catalog or online; shipping rates and taxes (if applicable) apply. **There is NO minimum order as a retail customer.**



Any Questions We Can  
Answer For You?

Call Monday – Friday  
9am-5pm, Pacific Time.  
**800.684.1555**

## 5 Tips for Creating a Successful Fundraiser

- 1. Set a Clear Goal** How much would you like to raise? Set a goal for each member of your team to sell a minimum of 10, 20, or 50 items each to reach or exceed your fundraising goal.
- 2. Invest in an AAE Kit** Trends have proven that customers who experience an item by handling it are more likely to make purchases than customers who merely view a catalog. Each Rep and Home Kit contain over \$200 worth of product and sales materials that will work for you!
- 3. Have an AAE Party** Home or virtual parties are an excellent way to sell hundreds of dollars in a matter of hours. In addition to being extremely fun and interactive, parties give fundraisers the opportunity to interact with their customer base, show new products and generate new clients. Visit [www.black-gifts.com](http://www.black-gifts.com) for more information on how to have an AAE Party.
- 4. Order Early, Order Often** Make it easy on yourself! Once you collect the fundraising minimum submit that order! Additionally, your customers will want to get their order soon after making their payment. We recommend placing an order every 2-3 weeks throughout the catalog season.
- 5. Take Advantage of the Affiliates Program** With the Affiliates Program, your customers are able to purchase the products they want online while you receive the credit. They get their orders delivered directly to their house, and you earn the full profit. Visit [www.black-gifts.com](http://www.black-gifts.com) for more information on how the Affiliates Program can help you maximize your sales.

# FUNDRAISING PROFIT GUIDE

## 2023 Christmas Fundraising Profit Guide

PRODUCTS	SELLING PRICE	LESS YOUR COST	YOUR PROFIT
Checkbook Planners	\$5.00	\$3.00	<b>\$2.00</b>
Large Notebooks, Pocket Folders, Small Notebooks	\$8.00 - \$15.00	\$4.80 - \$9.00	<b>\$3.20 - \$6.00</b>
Compact Mirrors, Reusable Bags, Magnet Sets, Sticky Note Sets	\$10.00	\$6.00	<b>\$4.00</b>
Card Holders, Coffee Mugs, Glass Ornaments, Journals, Luggage Tag Sets	\$12.00	\$7.20	<b>\$4.80</b>
Christmas Cards, Holiday Assortments, Latte Mugs	\$13.00	\$7.80	<b>\$5.20</b>
Kid's Apron, Wall Calendars, Wall Plaques	\$15.00	\$9.00	<b>\$6.00</b>
Tapestry Pillows	\$15.00 - \$30.00	\$9.00 - \$18.00	<b>\$6.00 - 12.00</b>
All Occasion Assortment Boxes, Jigsaw Puzzles	\$16.00	\$9.60	<b>\$6.40</b>
Lunch Bags, Weekly Planners	\$17.00	\$10.20	<b>\$6.80</b>
Cosmetic Duos	\$20.00	\$12.00	<b>\$8.00</b>
Wall Art Decals	\$20.00 - \$25.00	\$12.00 - \$15.00	<b>\$8.00 - \$10.00</b>
Oven Mitt Sets	\$22.00	\$13.20	<b>\$8.80</b>
Ornaments, Wallets	\$24.00	\$14.40	<b>\$9.60</b>
Aprons, Floor Mats	\$25.00	\$15.00	<b>\$10.00</b>
Candle Holders, Figurines, Jewelry Holders	\$25.00 - \$125.00	\$15.00 - \$75.00	<b>\$10.00 - \$50.00</b>
Bible Organizers, Drinking Glass Sets, Umbrellas	\$26.00	\$15.60	<b>\$10.40</b>
Canvas Bags, Woven Tote Bags	\$28.00	\$16.80	<b>\$11.20</b>
Shower Curtains	\$32.00	\$19.20	<b>\$12.80</b>
Backpacks	\$35.00	\$21.00	<b>\$14.00</b>
Gifts Sets	\$37.00 - \$50.00	\$22.20 - \$30.00	<b>\$14.80 - \$20.00</b>
Keepsake Boxes	\$40.00	\$24.00	<b>\$16.00</b>
Handbag Sets, Backpack Sets	\$48.00	\$28.80	<b>\$19.20</b>
Tapestry Throws	\$50.00	\$30.00	<b>\$20.00</b>
Checkbook Planner Program	\$240.00	\$144.00	<b>\$96.00</b>
Relief Art	\$330.00	\$198.00	<b>\$132.00</b>

Peace & Blessings,



Gregory Perkins  
President