



WWW.BETSYANN.COM

Dear Chocolate Fundraiser,

Pleasing our customers is our most important goal. We do that by producing the most delectable chocolates in the world. Every piece is hand crafted to perfection using only the world's finest and freshest ingredients and must pass rigid inspection before it is deemed worthy to carry our name.

*Featured on the Food Network's, "Best Of", Mark Silverstein described Betsy Ann's Paras Truffles as **"The crown jewel"**. The vast appeal of our award winning gourmet chocolates and packaging makes Betsy Ann Chocolates the perfect choice for the holiday season and throughout the year!*

Betsy Ann chocolates fundraisers are easy to do, easy to sell, and best of all, raise the highest profits! We offer three different types of fundraisers, holidays, candy bar, pretzel rods, and Chocolate Rosary.

You can feel confident doing one of our fundraisers knowing we offer the highest profits in the industry, ranging from 35% to 50%. When combined with the unparalleled quality of our chocolates, and the impeccability of our reputation for over almost 70 years, these are the finest fundraising programs available.

*We know from experience the keys to great fundraising programs are quality, service, and hard work. **At Betsy Ann we offer the very highest in quality and service, and help you yield the most from your hard work with our step-by-step program.*** By following this program you are certain to have a successful fundraiser. Because of our reputation and quality, you will be sure to sell more than with any other products. When you combine the high sales volume and high profit level, our fundraisers are unbeatable.

Our professionally designed color fundraising brochures beautifully display our most popular selling items. You will find all time favorites like Classic Assortments & Chocolate Covered Pretzels, as well as our signature, Paras Truffles. The brochures are easy to use and keep track of all of your sales, to make this the easiest fundraiser you will ever do. Brochures and sales materials are provided free of charge.

With Betsy Ann there are never any hidden costs, just great products, great service, and great profits! We offer the same products, price and weights available at our retail stores, and our online store. These are the exact same products viewed on the Food Network, PCNC factory tour, WQED, or other programs where Betsy Ann Chocolates has been featured.

With all these advantages it is little wonder our fundraiser delivery schedule fills up very rapidly. Contact us now to reserve your slot before it is too late! Call 412-931-4288, or e-mail fundraising@betsyann.com to secure your reservation.

James D Paras, President
Betsy Ann Chocolates

A Local Company You Can Count On

- Over a half century old, locally-owned and operated gourmet chocolate company
- When you need something we are right here in your hometown, and not halfway across the state
- Using original, time-proven recipes made for the American taste
- Using only the finest and freshest ingredients obtainable
- Our best selling Paras Truffles were described by Mark Silverstein, host on the Food Network, as “The crown jewel”
- Continuous employer in Southwestern Pennsylvania since 1938
- Supports local schools through fundraising monies and local school taxes

You & Betsy Ann = A Winning Combination

Fundraising Opportunities

Christmas Candy Easter Candy
Candy Bars Pretzel Rods Chocolate Rosaries

We maximize your efforts with our simple program proven for success

- Each salesperson receives an instruction sheet explaining how to achieve just 10 easy sales. When these simple instructions are followed, you will raise more funds than you ever thought possible!

Make More Money by Selling Less

- With **only twelve bars to a box**, you will raise more money than other programs that sell twenty four and even thirty six bars to a box. No minimums and only 18 boxes required to reach **profits of 50%**. Over 3 ounces of our top quality chocolate make this the easiest and most profitable fundraising bar available anywhere!
- Deliveries conveniently scheduled and individually sorted
- **No hidden costs** - just great profits, great service, and great products

How do we offer such handsome profits?

Because we know your success is our success, we want to insure you are successful. We want you to use Betsy Ann for all or your fundraising needs, so the more programs run with us the higher profits you make. In addition, we have developed an instruction system designed to maximize the efforts of sellers. When closely followed your sales volume will increase, earning even higher levels of profits. By increasing our sales volume we are able to increase our profits. We give these back to you to enable you to have the most profitable fundraiser ever! We do this to insure your success because this will insure our own long term success, making this a win, win situation for all.

Is a Betsy Ann Fundraiser right for you?

“This is our first year working with Betsy Ann, and it was a huge success.”

– *Nicole Tryon, City Charter High School*

Separate the Facts from the Hype. (Questions and answers to help you decide)

Q: We know Betsy Ann has a reputation for high quality, but are prices too high to sell on a fundraiser?

A: Betsy Ann has a well-earned reputation for the finest chocolates, and uses the highest quality ingredients in the world to make their products. The cost of these ingredients is reflected in our prices. Betsy Ann has long had a reputation as one of the best-kept secrets in the area for incredible value. Well-traveled people know that to purchase this level of quality in other areas costs approximately double the Betsy Ann price (that is if they are able to find it). Our reputation, recognized by such notables as the Food Network, not only makes sales come easy, but will also drive higher sales volume as salespeople feel proud selling a product recognized as the best.

Many who organize fundraisers examine prices closely to make the best decision for their organization. This effort is commendable, but remember, *price should not be the sole consideration*.

A higher quality product with a slightly higher price pays off handsomely, especially in the long run. When customers know it is high quality, they are *less* afraid to buy. In fact, they are pleased to purchase something they know they will like. Over time they look forward to purchasing from *your organization* because of its reputation for selling high quality.

Betsy Ann's prices may be slightly higher, but this is due to costs for highest quality ingredients and labor to make small hand-made batches. But it is well worth the price. Today's consumers are well informed and realize it costs more to make the best, and are willing to pay a small amount more for the highest quality. The chart below compares prices for a few of the most popular selling items to the price of popular alternatives. It is important to remember, the majority of an organization's sales will be comprised of the most popular items. You can see by the calculations below that for a slightly higher selling price your organization can be proud to sell the highest quality chocolates available anywhere, *and make the highest profits*. Remember, profits are a percentage of selling price, and higher prices can yield higher profits.

	Betsy Ann Chocolates	Popular alternatives	Difference
<u>1 lb Assorted Chocolates</u>	<u>\$21.95</u>	<u>\$19.95</u>	<u>+ 9%</u>
<u>Chocolate Covered Pretzels</u>	<u>\$1.12/oz</u>	<u>\$1.25/oz</u>	<u>- 10%</u>
<u>Solid Chocolate Foil Balls</u>	<u>\$.99/oz</u>	<u>\$.99/oz</u>	<u>0%</u>
<u>3 oz Chocolate Molds</u>	<u>\$ 3.95</u>	<u>\$ 3.75</u>	<u>+ 5%</u>

Example: Your organization sells a quantity of 100 - 1lb Assorted Chocolates.

Betsy Ann @ \$21.95 = \$2195.00

Alternative @ \$19.95 = \$1995.00

1 Program profit level - 35% profit \$768.25

35% profit \$698.25

2 Program profit level - 40% profit \$878.00

On just this one item your profits are from \$70.00 to \$179.75 higher selling Betsy Ann, than they would be selling others. Remember, this is on just one of over 50 items available on our brochure!

Q: Will one company's products really sell more than another?

A: The success of all fundraising campaigns rises or falls on the efforts of its organizers. The more organized and motivated the campaign, the higher the sales. Selling quality products of good reputation increases customer purchases.

Is a Betsy Ann Fundraiser right for you? (cont.)

Q: Everyone claims to sell the best quality, how do I know which is really the best?

A: Ingredients determine the quality of candy. Recipes vary but there is no hiding the quality of what goes in to a product. The best ingredients are the most expensive. The highest quality is never the lowest price. When people know it is good quality they automatically tend to buy more. Consistently selling the highest quality builds a reputation that makes it easier for future generations of fundraisers. The best way to determine quality is to taste the products. In addition, ask around about a company's reputation and research the internet for consumer reviews.

Q: What are hidden charges?

A: Hidden charges are unexpected expenses, such as, for brochures and other selling materials. These costs reduce profits and the final percentage of profit earned can be less than the profit percentage stated in selling materials.

Q: Is it better to sell a product widely available in grocery and convenience stores, or to sell more exclusive products?

A: A product widely available in grocery and convenience stores provides a product name recognized by more people. However, sales may be reduced, since it can be widely purchased anytime, and possibly at discounted prices lower than the price you are selling. A more exclusive product can increase sales since it is more difficult to obtain, and more likely to be purchased for gifts.

Q: Other organizations offer prizes, why does Betsy Ann only offer a percentage of profits for prizes?

A: Other organizations give you prizes for selling incentives that they purchase and may or may not be what you want to provide. To purchase these prizes they use monies that may otherwise be used for your profits. We believe you know best what to provide for your prizes. We provide a generous amount of allowance for prizes. If you do not think prizes are appropriate for your organization, *you keep the allowance as additional profits*. If you want prizes we can recommend where to get them.

Profit Structure for Seasonal Programs

More programs More profit!
More volume More profit!

One Program Profits

\$0 - \$4999 Volume Sold = 35% Profits (33% + 2% for prizes)
\$5000 - \$14,999 Volume Sold = 40% Profits (38% + 2% for prizes)
\$15,000 Volume Sold + = 45% Profits (43% + 2% for prizes)

Two Program Profits

\$0 - \$4999 Volume Sold = 40% Profits (38% + 2% for prizes)
\$5000 - \$14,999 Volume Sold = 45% Profits (43% + 2% for prizes)
\$15,000 Volume Sold + = 50% Profits (48% + 2% for prizes)

For more information about starting one of our fundraising programs, call 412-931-4288 X24, email fundraising@betsyann.com, or visit our online store at www.betsyann.com.