

HOME RUN FUNDRAISER MANUAL

THE BIG PICTURE

League, Team or Both?

The fundraiser will work well for an individual team or for a league. All the steps are the same, the only difference is the number of orders and sales. Please refer to the table on the last page to determine your profit goals and the number of sales needed.

If your league has teams that are the same from year to year, you are in a great position to maximize the power of this non-stop fundraiser. Set up the league as the main website, and have each of your teams get their own sites and run their own fundraisers. The benefits of this are that on each reorder, the team can be eligible for \$5 and the league can be eligible for \$3. For example if a team has 60 customers on a monthly autoship, they can receive \$300, and the league can receive \$180. The leagues and teams must be on a 48 can monthly autoship to qualify.

FUNDRAISER OVERVIEW

You will order cans of Verve and coupons. Each sale consists of

- 2 cans of Verve
- \$15 discount coupon

This will generate \$20 for the sale, and your group will make approximately \$12.

Once you have completed your sales, customers can go online and reorder using their coupon. You will have a league Verve website that only takes 10 minutes to set up and has no maintenance required.

Your league can promote Verve in several ways –

- Sell it at the fields
- Place a link on team and league websites
- Send the links out to friends and family in 50 countries
- Purchase more Verve at wholesale and continue the fundraiser

Since Verve is not sold in stores, your customers will go online to your site to reorder. Each case sold will generate approximately \$5 to your team or league, automatically!

Monthly Autoship Customer Revenue

- 100 customers each month – approximately \$500
- 200 customers each month – approximately \$1000
- 400 customers each month – approximately \$2000

GETTING STARTED

SET UP YOUR ACCOUNT

Setting up your account –
Go to www.myverve.com/homerun

Hit the Get Verve button
Select Get Verve as a Member
Choose your country

Select the tab on the top left – Builder Pack Options

Order the Verve Energy Drink -- Combo Verve 2 pack.

This will get your first order on the way – 24 cans of sugar free Verve and 24 cans of natural sugar Verve.

You will also be placed on an autoship monthly order. This is important, as it keeps your website going. (You can always cancel at anytime).

Choose an easily identifiable name for your website, such as your team name.
Also, make sure to write down your password.

Website name _____

www.myverve.com/ _____

www.myvemma.com/ _____

Password _____

ORDER THE 40 PACK OF VERVE

Go into your Vemma back office – log in with your password.
Go to My Account – Retail Pack Order
On the bottom of the list you will find item – 2839 Verve Drink Combo 40 Pack
Order that and you will have your products on the way.

ORDER YOUR GIFT CARDS

[http://www.vemmatoolsstore.com/Verve Gift Card 10 Pack P1248C254.cfm](http://www.vemmatoolsstore.com/Verve_Gift_Card_10_Pack_P1248C254.cfm)

You will need to set up an account and order the gift cards on this site. It is recommended that you order all the gift cards that you will need on one order. The cost of the cards is \$12 for a pack of 10 gift cards.

ORDER YOUR FLYERS AND STICKERS

Send your logo to – info@homerunfundraiser.com

Allow 3 weeks for delivery of your flyers

FINAL ACCOUNT SET UP

Direct Deposit

Leg structure – set as 1L, 1R, Profit

Edit Websites –

BK Walkabout Video – check box

Personal Image – how about uploading a team photo or logo?

Personal Welcome Message – you can choose to create and upload a personal welcome message

PREPARATION FOR FUNDRAISER

Gather flyers, stickers, gift cards, and cans of Verve

Place stickers on back of gift card, then staple cards to flyers

Each member of your group will get 8 flyers/gift cards and 16 cans of Verve. This will get 8 sales of \$20 for each person. That number can be adjusted for the number of participants.

FUNDRAISER ACTIVITIES

Have each member of your group sell the 20 packs –

- each pack includes 2 cans of Verve and a \$15 coupon for ordering Verve
- each sale can be \$20 – this eliminates having to deal with change
- each \$20 sale will bring your organization \$12 in profit

GETTING CUSTOMERS ON YOUR VERVE AND VEMMA WEBSITE

You have two websites –

- myverve.com/**your team**
- myvemma.com/**your team**

The customers that order from your websites will produce income for your organization.

1. LINKS ON YOUR ORGANIZATION'S WEBSITE
2. LINKS ON OTHER WEBSITES
3. LINKS ON EMAILS

THE TAG-ON PROGRAM

The people in your organization will know other groups that can take advantage of this opportunity. Here are some ideas –

- teams and organizations in your community
- organizations in neighboring communities
- health conscious businesses – health clubs, training facilities, wellness physicans, locally owned shops

Any person or organization that becomes a member from your Verve or Vemma website will become an additional source of revenue. You can earn approximately 10% of their purchases. This can be significant nonstop revenue for your organization.

ANY QUESTIONS

Please call or email

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PROFIT AND ORDER TABLE

These are examples – you can order in any configuration to meet your profit goals.

PROFIT GOAL	# OF SALES	CANS TO ORDER	GIFT CARDS TO ORDER
\$1700	144	48 AUTOSHIP PLUS 240 CANS = 288 TOTAL	29 PACKS = 290 CARDS
\$3300	264	48 AUTOSHIP PLUS 480 CANS = 528 TOTAL	53 PACKS = 530 CARDS
\$5000	384	48 AUTOSHIP PLUS 720 CANS = 768 TOTAL	77 PACKS = 770 CARDS
\$6800	504	48 AUTOSHIP PLUS 960 CANS = 1008 TOTAL	101 PACKS = 1010 CARDS

	2 Cases 48 Cans	10 Cases 240 Cans	20 Cases 480 Cans	30 Cases 720 Cans	40 Cases 960 Cans
\$ Per Can	\$3.00	\$ 2.56	\$2.31	\$2.06	\$1.80
Total \$	\$144.00	\$615.00	\$1,110.00	\$1,480.00	\$1,730.00

Prices are including shipping and handling but excluding tax. To be exempt from sales tax, a valid resale certificate or exemption must be provided. To calculate tax, use .25 per can. Call 1-800-577-0777 to order with tax exemption.