

Welcome to EMRLD 20!

Thanks for your fundraiser inquiry! We're honored to introduce the EMRLD 20's Fundraising Program designed to help you exceed your fundraising goals. Here's what makes EMRLD 20 fundraisers^[1]_[SEP] successful:

20% Profit Margin. Your organization retains 20% of every EMRLD 20 sale, minus any shipping costs. In this way, EMRLD 20 drives your success through profitability, so your organization can get the job done quickly and efficiently.

EMRLD 20 is "Truly an Easy Sell." Paper straws are a fun way to make a statement that you care about the environment. EMRLD 20 takes Paper Straws seriously by using premium materials made from sustainable resources, which makes selling even easier.

Product Value. Our straws are 100% Biodegradable and, along with giving your organization 20%, we also give 20 cents from each sale to an earth-friendly charity. EMRLD 20 provides a much needed relief on the sale of plastic straws at accessible price points, allowing more people to participate and making sales easier for your organization. Unit pricing at \$10 and under encourages your customers to purchase multiple items, so your group attracts higher earnings per order.

Simplicity. Your team will love the simplicity of the EMRLD 20 Fundraising Program—a manageable set of top-selling straw designs to focus your selling activities; start-to-finish campaign guides and support materials to keep your campaign on track. Plus, your satisfaction is 100% guaranteed!

Please contact us if you have any questions at all. We look forward to helping you get started.

Kindest Regards,

The Fundraising Team

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1. Set clear start and end dates. We recommend the fundraiser lasts for six weeks. This would leave 3 weeks for your volunteers to sell the paper straws, and 3 weeks for us to receive payment and ship the straws out. Establish the date volunteers will begin selling, the date the orders are due, and the date of the paper straws delivery. ^[L]_[SEP]
2. Fill out the Fundraising Application. Email it to info@emrld20.com, or apply online at emrld20.com/something. You should order one brochure for every volunteer selling, and we will include extra forms as well. Please be sure to include your organization's tax exempt ID number on the application. You will receive confirmation that we have received your application, and you will receive your brochures prior to your target start date. ^[L]_[SEP]
3. Run your Fundraiser. Distribute information to your team and begin selling. We'll provide you with a simple EMRLD 20 guide to help you achieve your fundraising goals. ^[L]_[SEP]

Collect the order forms on the predetermined date and calculate the total number of paper straws sold. It is important to double-check the number so the correct amount of straws can be ordered. Organizations will make 20% of each unit sold minus the cost of shipping.

4. Place your order online at emrld20.com/something using the Fundraising Order Form. Payment will be processed through our office and must be paid in full before the straws are released to you. Please email us for more information regarding the shipment of your order. ^[L]_[SEP]
5. Hold a paper straw pickup day or distribute paper straws to volunteers so they can distribute it themselves. For larger orders, multiple volunteers may be needed for sorting.

There are NO upfront costs with running a fundraiser and all marketing material is free. However, there are a few things you and your organization should be aware of:

- Shipping will be charged unless the order is over \$3,500.01.
- The chart below shows estimated shipping charges. Due to carrier policies, certain geographic locations may incur an additional handling fee.

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Paper Straw Order Amount	Shipping Estimate
\$.01 - \$110.00	\$15.00
\$110.01 - \$250.00	\$25.00
\$250.01 - \$500.00	\$45.00
\$500.01 - \$1,500.00	\$65.00
\$1,500.01 - \$2,000.00	\$135.00
\$2,000.01 - \$3,500.00	\$155.00
\$3,500.01 and UP	FREE