

TURNKEY SYSTEM

Our turnkey fundraising system at All Star Fundraising is one in which the team or association has to simply “turn the key” or “flip the switch” and the program will run itself.

Players are responsible for selling the product which is as easy as contacting friends and family or going door-to-door in their neighborhood.

After this initial startup, the only work to be done is to deliver the salt. Teams have seen an average of 90% retention of their customers which will minimize the amount of work during the next fundraiser.

Through connections with a local miner of the salt, All Star Fundraising has received an exclusive price for fundraising use.

We use a shipping company that will handle the delivery of the salt.

OUR PHILOSOPHY

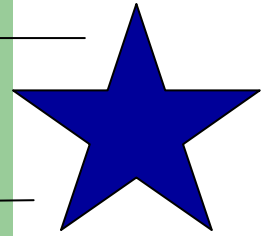
The All Star Fundraising philosophy is to offer usable household products with a significant profit margin. Not only do they make a financial difference in your program, but provide the community with a worthwhile service.

CONTACT US TODAY!!

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ALL STAR FUNDRAISING



WATER SOFTENER SALT FUNDRAISER

*MINIMIZE EFFORT
MAXIMIZE PROFIT*

ALL STAR FUNDRAISING

TEL: 952-896-3815

STEPS TO SUCCESS

- SELL

- **Presale:** Sell to family, friends, and neighbors over 2-3 week period
- **Blitz Sale** (optional): Team sells throughout local community on a weekend morning

- ORDER

- Orders must be placed 7 days in advance of delivery, but there is some flexibility and an ASF rep will work to help coordinate all dates to meet your programs needs

- DELIVER & DISTRIBUTE

- The salt is typically **delivered** to a church or school parking lot
- **Distribute** the product to the thankful customers. They'll appreciate the convenience!

- ASF SERVICES

- Organize the order forms and compile a database!
- Order and coordinate delivery of the salt and mulch
- Automated database system used to keep customer retention rates high during future fundraisers

- NEW!!

- Online player order forms allow players to place orders online. This eliminates a parent or booster from having to collect and tally all orders

THE PRODUCT IS KEY

Sun Soft Extra Coarse



- 99.8% PURE SALT
- CLEANS RESIN AND ELIMINATES ODORS
- PREVENTS RUST BUILDUP AND STAINS
- IMPROVES PERFORMANCE

Sun Soft Pellets



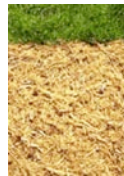
- 99.8% PURE SALT
- REDUCES MAINTENANCE COSTS
- SCREENED FOR OPTIMAL PERFORMANCE

Sun Soft Rust-Out



- 99.8% PURE SALT
- REMOVES RUST
- IMPROVES WATER TASTE
- PREVENTS STAINING AND DISCOLORATION
- CLEANS RESIN AND ELIMINATES ODORS

Premium Cypress Mulch



- MAINTAINS DESIRED SOIL PH BALANCE
- DOES NOT STEAL PLANT NUTRIENTS
- NATURAL INSECT REPELLENT
- WEED RESISTANT

Red Hardwood Mulch



- WATER RESISTANT
- COLOR DURABILITY
- DOES NOT STEAL PLANT NUTRIENTS
- WEED RESISTANT

MINIMIZE EFFORT

All Star Fundraising will supply you with everything you need to start and maintain a **consistent cash flow**.

- Supply all necessary documents
- Coordination of fundraiser
- Customer database management

MAXIMIZE PROFIT

All Star Fundraising will maximize your profits through our turnkey system by offering products people need!

- **-\$2.00 profit per bag** goes straight to your program
- An average homeowner will purchase 6-10 bags of salt every six months
- High profit margin: \$12 to \$20 profit for your team per customer, every six months!

Sample Fundraising Timeline

MONTH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1. Player Parent Meeting	2. Presale Starts	3.	4.	5.	6.	7.
8.	9.	10.	11.	12.	13.	14.
15.	16.	17.	18.	19. Sale Ends	20. Place Order	21.
22.	23.	24.	25.	26.	27. Delivery	28. Distribution