

Organization's Commitment

- ❑ *Become an active supporter of the Shaklee non-profit program*
- ❑ *Redirect your spending every month*
- ❑ *Promote the program to supporters*

Shaklee's Commitment

- ❑ *Maintain secure online presence*
- ❑ *Extensive promotional & educational marketing materials for your use*
- ❑ *Provide a back office accountability site for program management*
- ❑ *Deliver 100% guaranteed, safe and healthy products*

We will take care of Your Organization and will be available to:

- Assist, train, educate, promote, etc.
- Set-up and man Display Tables
- Meet with your board, volunteers, team, etc.
- Work closely with you to ensure program runs smoothly and brings in the money your organization is looking for.

WIN, WIN, WIN

We believe this program is a win for all concerned. We are proud to be able to offer a solution to your organization to create funds to perform your mission.

**Together We Can Make
A Difference!**

Shaklee is a 53+ year Company that has a remarkable reputation. Everything about this company is different. It all starts with an unwavering commitment to be the best.

All the nutrition, personal care and healthy home products we offer use only the highest quality natural ingredients and are kind to the environment. For over 53 years Shaklee has upheld this tradition continually setting the standard for product purity, potency, and performance.

They have been involved in partnership with many charitable organizations, among them the Wild Dolphin Project, KSE-Kids for Saving Earth Worldwide, Whale Conservation Institute, American Himalayan Foundation, and the Climate neutral Network. The climate neutral, no carbon philosophy extends throughout the corporation, exemplified by Shaklee's being recognized in 2000 as the first company to totally offset it's carbon emissions.

Shaklee has the distinction of being asked by NASA to develop a hydrating drink formula for the Astronauts and Shaklee just planted the one millionth tree with Nobel Laureate Wangari Maathai in an ongoing effort to reforest huge tracts of land on this continent, Africa and Asia.

Shaklee's Mission is to provide a healthier life for everyone and a better life for anyone.

For more information please contact:

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Non-Profit Choose to make a Positive difference

Sustainable Fundraising Solution



What if Fundraising could...

- Provide a **CONSISTENT REVENUE STREAM**
- **Minimize effort** in planning and staffing
- Help you **focus on your mission**
- Offer way for **everyone** to get involved

“Cause Marketing” Partnerships have been shown to help many groups accomplish these objectives plus more:

- Positive Impact on Mission
- Increased Revenue
- Enhanced visibility of the cause or the nonprofit's message
- Access to new audiences

“Changing Brands Concept”

- **ALL OF US CURRENTLY BUY:**
 - Home and Health care products
 - Food and Grocery items
- **WHY NOT CHANGE BRANDS?**
 - The Cone Cause Study in 2008 found 79% of Americans would switch brands to support their cause



Most of us already purchase these types of products each month to use in our homes. Shaklee has household cleaners, kitchen and laundry products that are safe and green. Personal care items such as shampoo, toothpaste, soap, lotion, skin care, makeup, baby care products, vitamins, weight loss products, sports drinks, granola bars, etc.

The 2004 Guidestar Survey showed that the average family spends between \$25- \$100 on these types of products a month. That adds up to around \$1,200 every year.

INTRODUCING the SHAKLEE STORE!

Shaklee offers over 300 Product Choices in various lines that are similar to what people are already using in their homes right now.

Show your supporters how to redirect their current spending towards the Shaklee Store and your organization will earn the profit margin and commission each month based on your total volume.

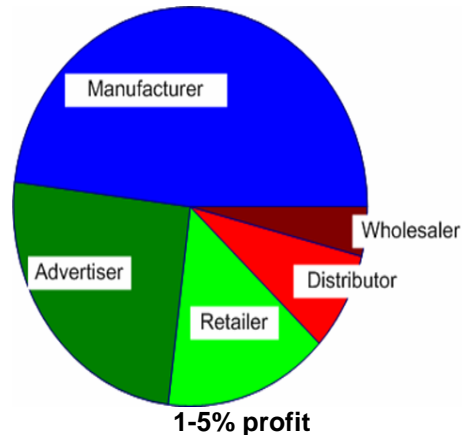
That can provide a consistent revenue stream to your organization each month. Something you can count on using to positively impact your mission!

How does this work?

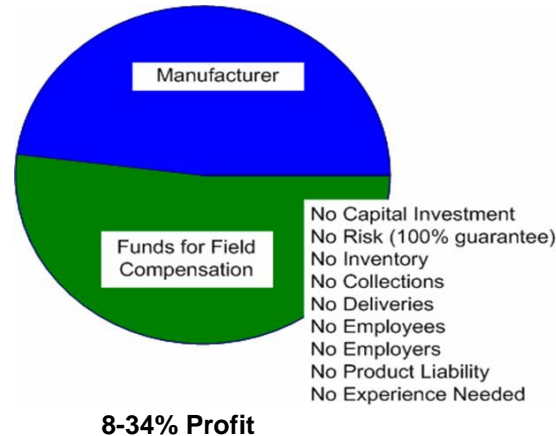
1. Non-profit 501c3 enrolls in program
2. Shaklee creates a dedicated and secure shopping website
3. Promote the program to supporters of your cause
4. Supporters and others use your secure online shopping site to redirect monthly spending
5. Organization receives income from this redirected spending

Fundraising Potential

1. Traditional For-Profit Model



2. Shaklee Non-Profit Model:



Potential Fundraising Money Examples:

What happens when your organizations Members & Families start to Redirect Purchases of \$100?

25 families @ \$100 / month =
\$2,500 in spending X 20% commission
\$500 Monthly Check
\$6,000 / Year Potential

100 families @ \$100 / month =
\$10,000 in spending x 34% commission
\$3,400 Monthly Check
\$40,800 / Year Potential

500 families @ \$100 / month =
\$50,000 in spending X 34% commission
\$17,000 Monthly Check
\$204,000 / Year Potential

What would your Organization be able to do with these kinds of funds being deposited into Bank each year?



Organization's Cost:
\$0.0 = FREE!

Shaklee has a history of innovation backed by a strong commitment. We believe partnering with your organization will ensure your continued success ...

Therefore, **ALL COSTS** are **WAIVED** to set up and sustain the program.