

2011-2012

Anderson's™

Inspire. Achieve. Celebrate.

Elementary School



Our Fundraising items!

ULTIMATE Fall FUNDRAISING GUIDE



Our 100th Sale!

Fundraising ABCs

Action

A fundraiser that involves some sort of action will be more fun for everyone!

Try: Walk or Bike-a-thon, Free-throw contest, School Carnival or Game Night.

Businesses

Local business owners love to sponsor their hometown kids and will often participate in your school fundraising efforts.

Try: Putting local business ads on the back of programs or t-shirts or make a special announcement acknowledging your sponsors.

Community

Get the community involved with fun events that are open to the public.

Try: Rummage Sale, Science Fair, Carnival, Spaghetti Dinner or Car Wash



The field trip we earned!

1-800-229-3258

andersons.com



2-tone Neck Strap
Item #: E2T10
as low as
\$2.59 ea

20 oz. Bike Bottle
Item #: E318
as low as
\$1.09 ea



Award Set
Includes cup, wristband, pencil, pin,
and bead necklace.
Item #: PWSP1R
\$3.99 ea



Earn quick & easy money for your elementary school by taking advantage of the **PROFIT POTENTIAL provided by our fundraising kits.**

PROFIT POTENTIAL:

Paw Pride Award Set

Buy 250 at \$3.99 each= \$997.50
Sell 250 for \$5.99 each=\$1,497.50
\$1,497.50-\$997.50=\$500

\$500 profit for your school

OR

Sell each piece (1,250 pieces) for
\$2 each=\$2,500

\$1,502.50 profit for your school

Fundraising Tip:

Don't forget to advertise!

You won't make any money if no one knows
about your fundraiser! Hang posters and banners
around town and put an add
in your local paper!

Fundraising 101

It's all about what you know!

- ☐ **Know your goals.**
How much money do you need to raise?
How are you going to do it?
- ☐ **Know your customers.**
Sell items people want. If they don't like 'em, they won't buy em.
- ☐ **Know your price.**
Buy high value, low priced items from Anderson's and resell them for more than you paid.
- ☐ **Know your products.**
What are they? Why will people want them?
How will you advertise them?
- ☐ **Know your time frame.**
What is your goal date? Will you be fundraising at events throughout the year? When are they?
- ☐ **Know where to go for help.**
For fundraising ideas and email coupons and promotions visit andersons.com!

Visit us online at andersons.com for complete product information and color options!

Star Student Set
Includes backpack, wristband, lapel pin,
dog tag and sunglasses.
Item #: STARWB
as low as
\$8.49 ea



Great items
for your
school store!

Backpack
Item #: EN210S
as low as
\$2.79 ea



Pocket Folders
Item #: EPFCBL
as low as
\$1.19 ea



Fundraising Tip: Say Thanks!

Don't forget to acknowledge everyone who made your fundraiser a success. Anderson's has tons of great awards for students, parents, teachers and volunteers.

Deluxe Pouch
Item #: E230
as low as
\$2.49 ea



School supplies
not included.

Pencil Tubs
Specify item number.
\$35.99 ea



Anderson's CUSTOMER REWARDS

Over \$2,220,000 earned by Schools!

That's real
money earned
by real **people**
in real **schools**
just like yours!

**Shopping with Anderson's
is a rewarding experience!**

With *Anderson's Customer Rewards*,
every purchase earns you money back in the form of
Anderson's merchandise credits--money you can use to
ensure your kids have everything they need. If you can
dream it, you can *do* it with Anderson's!

Getting your rewards is EASY!

Step 1: Purchase!

You earn rewards with every purchase, every time.

Step 2: Earn!

The more you purchase from Anderson's, the GREATER YOUR REWARDS!

Step 3: Redeem!

Check your rewards online anytime. Redeem when you order on-line, by phone or by mail.

Start earning your rewards now!

Find out more at

andersons.com/rewards



Classroom Decor



Banners



Backpacks



Custom Stickers



Wristbands



Recognition Items



T-shirts

We Can Help With Your School Carnival!

Fundraising doesn't have to be boring. Anderson's has fun ways to get kids, parents and the community involved and earn \$ for your school, too!

Mascot Toss

Includes corrugated plastic backdrop and 6 beanbags.

Item #: PP10A1

\$39.99 kit



A
Exclusive
Sole Source



It's Easy to Raise \$ With Fun Carnival Games!

1. Set up games in your gym or outdoor space.
2. Charge per toss or per play (e.g. 3 tosses).

OR

3. Sell tickets at a set price good for a certain number of game plays.

Tic Tac Toe

Includes backdrop and 4 beanbags.

Item #: S10E0

\$42.99 kit



A
Exclusive
Sole Source



Guitar Race

Includes game pieces, wooden dowel and jumbo foam dice.

Item #: S10G0

\$39.99 kit



A
Exclusive
Sole Source



We know planning for fundraisers can be stressful, but have no fear. *Anderson's* is here to help. We have everything you need to make all of your school fundraisers a success, from start to finish.

Silent Auctions

 **Movie Night** **Book Sale**

✓ Walk-a-Thons

✓ Basket Auction

✔ Ghostly Greetings or December Deliveries

"I have worked with Anderson's for many years and are very pleased with their products and customer service. I would recommend their products to everyone."

**order fundraising
items now!**

1-800-229-3258
andersons.com

When ordering online, specify promotion code 396493. When ordering by phone, mail or fax, specify priority code 396493.

[illegible]