

Grapevine Mustang Guard Heritage Candle Fundraiser

October 20, 2020

Dear Mustang Guard members and families,

It is time to launch our first guard specific fundraiser! We are looking forward to great success with the Heritage Candle Fundraiser and the best part is, proceeds from your efforts go to your individual Charms accounts to use for marching band fees, accessories purchases, future trip expenses, winter guard fees, etc.

Our goal is to sell **over 120 candles*** with the Heritage Candle fundraiser.
In order to reach our goal, we need each member/family to sell at least **12 candles***.

Profits earned by each member will go to their individual member account for use as needed for band/guard related expenses. This is not an all-in/pot fundraiser.

Special prizes will be awarded to the members in the following categories:

- ★ Most sales overall
- ★ Most in-person sales
- ★ Most online sales
- ★ Most Earth candles sold
- ★ Most Quote candles sold
- ★ Most Holiday candles sold

(Note: Prizes won't overlap, so there are 6 prizes up for grabs by 6 different members!)

Great Value and Fun for Your Supporters!

- Candles sell for only \$10 - \$16 each
- Hours of quality burning time
- Over 18 scents to choose from, all made in the USA
- Candles come gift boxed, ready to give
- Online storefront for card payments & even more scents
- All paper, packaging, labels and brochures are made from recycled materials
- Up to 50% profit for each candle sold

Make Your Sales Pitch Count! Try This:

"Hi, my name is _____. The Grapevine High School Mustang Guard is raising money to cover the cost of our fall and spring seasons. Would you be interested in supporting our efforts by purchasing a scented candle? They have almost 75 hours of burning time and come in 18 different scents. Take a look!"

Direct and personalized messages and emails are also a great way to ask specific people to support your team. General postings on social media only go so far.

FAQ

Here's the Plan!

Kick-off Date: Tues, Oct 20: We'll send the Heritage Candle brochures (3) home with your member. A second set of 3 brochures will be included for parent/guardian to use.

Selling Dates: Tues, Oct 20 - Thurs, Nov 19 (1 month), with the online store open through Sun, Nov 22. Sell-Sell-Sell! The minimum of 12 candles sold per member/family is just the start, you can sell as many as you want for prizes and bragging rights. **Please record all sales clearly on the appropriate brochure and collect all money upfront.** (Checks are made to GHS Band, not member/family)

If you choose to do door-to-door sales, please be accompanied by a parent/guardian. In light of our public health concerns this year, please wear masks and observe social distancing if selling door-to-door. Selling through social media and the online store is strongly encouraged.

The Mustang Guard online storefront (<https://www.candlefundraiser.org/mustang>) is great for anyone wanting to purchase using a card or shop other candle/scent options beyond the paper brochures. An additional 0.75 fee is charged per unit ordered online, but no additional taxes or fees. Buyers must enter the **member's name** in the "Who Are You Supporting?" boxes, not the organization name.

Turn-in Date: Thurs, Nov 19. Please make sure you or your member turns in the orders and money collected on this date. Any delay will affect the delivery date of the products.

Prior to turning in paper order forms and money, each member/family must total their order forms then complete the **2020 Mustang Guard Candle Fundraiser Member Input Form** (<https://forms.gle/R6t9urJD8rXwN64N9>). This form acts to double check each member/family's sales from paper order forms, do not include online storefront sales on this google form.

Pick-up Date: Mon, Dec 14. Online sales will be batched together with in-person sales and shipped to the school for boosters to process and give to members on Mon, Dec 14 to distribute all orders in their name. Neither GHS Band Boosters nor Heritage Candle Fundraising will ship items directly to members or buyers.

Thank you in advance to all the parents and members for your participation and helping to make the 2020-21 Mustang Guard the best yet!

Best regards,

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