



Skratchers scratch cards: Quick, Easy & Profitable Fundraising

UP TO **90%**
PROFIT

Some of
our sponsors:



Member

Dear Fundraiser,

Are you tired of selling candy bars and other fundraisers that make only 50% profit?

Together with Pizza Hut, Blimpie, TCBY, JC Penney and many other sponsors, our Skratchers team has developed a fundraising program that is bringing breakthrough success to teams, leagues, schools, church groups, and other youth groups across America.

Skratchers offers your group the best in fundraising:

- 1** Quickly Raise up to 90% profit
- 2** Best Coupons for your supporters
- 3** Hassle-Free - No large inventories, no orders to take or deliveries to make
- 4** Get the Skratchers' Profit Guarantee!
- 5** Fundraise with something New and Unique



Please review the information in this kit. Kindly call us with questions or to kick-off your quickest, easiest and most profitable fundraiser, ever. Our friendly consultants can be reached at **1-888-800-9506**.

We personally look forward to your fundraising success.

Sincerely,

Jolian Grant, President



Fundraising is something I don't like to spend too much time on and I found Skratchers didn't take much time or effort. With 40 players we raised \$3,300. We'll definitely use Skratchers again next year.

Darrin McComas – Burroughs H.S. Baseball, CA

Questions? Ready to Order! Call us TOLL-FREE 1-888-800-9506



How do Skratchers Work?

Some of our sponsors:



It's easy and it's fun!

- Each person in your group begins fundraising with 1 Skratchers card.
- They simply approach friends, family, and close neighbors and ask them to SCRATCH FOR IT!
- The card remains with the seller until all dots are scratched off.
- Each card will raise a total of \$100!

Easy as

1

Ask your donor to scratch 2 or more dots. Donation amounts vary between \$.50 and \$3.00.



2

Your donor donates the total of the amounts uncovered.



3

As a 'Thank-you', you give your donor a FREE coupon sheet with over \$50 in valuable coupons!



4 colors to choose from



Your group name and logo gets printed on every card.



We recently ordered scratch cards through your company- they worked so well that we called a week later to double our order.

Coach Tim J. Keese, Seneca Ballaz Basketball, Seneca, SC



Each time, our 70 church members raise a good \$5000-\$6000. It's simple, profitable and fun. Thanks for the great service.

Pastor Kirk Denney, United Pentecostal

Questions? Ready to Order! Call us TOLL-FREE 1-888-800-9506



Top Profits for Your Group!

UP TO **90% PROFIT**

Some of our sponsors:



Why make 50% profit with candy bars when you can raise 90% with Skratchers?

Each scratch card produces \$100 in donations. The cost is only \$20, so your group keeps \$80 profit per card. See the chart below for your potential profit based on the number of cards you purchase.

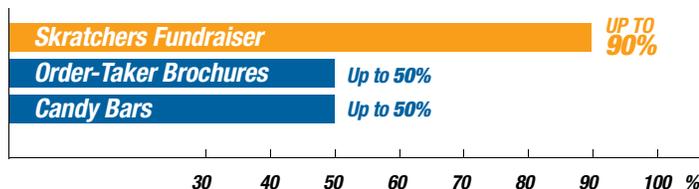
Each card raises \$80 profit.

NEW!
Make Hundreds More, Receive **20% FREE CARDS**

Number of Members	20% FREE Cards*	Raises	Cost	Net Profit
10	2	\$1,200	\$200	\$1,000
20	4	\$2,400	\$400	\$2,000
35	7	\$4,200	\$700	\$3,500
50	10	\$6,000	\$1,000	\$5,000
75	15	\$9,000	\$1,500	\$7,500
100	20	\$12,000	\$2,000	\$10,000
250	50	\$30,000	\$5,000	\$25,000

Please note: You can order any number of cards. * Limited Time Offer.

Skratchers Raises More!



Calculate your profit:

Number of Members _____

X
\$80 Profit = _____

+
20% Free Cards = _____
(Add \$200 for every 10 cards you order)

Your Total Profit = _____



Thank you for a great fundraiser. Our soccer team just raised over \$3,000 with your program. We'll be using it again in the Spring for our baseball and softball seasons.

Erin Braun, Smitson High School

Questions? Ready to Order! Call us TOLL-FREE 1-888-800-9506



Special Offer

Some of
our sponsors:



Receive 20% FREE BONUS Cards and Make 100% Profit!

How? Easy! We'll give you 20% free Skratchers cards with your order, which will cover the entire cost of your fundraiser.

Here's an example:

If you order 20 cards, your cost is: 20 cards x \$20 each = \$400

We'll give you 20% free cards: 20 cards x 20% = 4 free cards

These free cards will raise you an extra: 4 free cards x \$100 profit each = \$400 profit!

As you can see, the extra \$400 profit covers the entire cost of your fundraiser, resulting in 100% profit for your group.

No matter how many you order, you'll always receive 20% free cards. See the Profit Chart on the "Top Profits for Your Group" page.

This special offer is for all customers who are paying for their orders, up-front. All customers requesting 30-day financing still receive 10% free bonus cards.

Can not be combined with any other offer.



Order Now! - Get 20% FREE CARDS (Limited Time Offer)

Some of our sponsors:



To Order, Call Toll-Free 1-888-800-9506 Or Fax this Form to 1-888-284-8864



Your Skratchers order comes with:

- 1 Scratch Cards
- 2 Collection Envelopes
- 3 Control Grid
- 4 Fundraising Checklist
- 5 Risk Free Guarantee

PLUS!

- ✓ 20% Free Cards
- ✓ Free Shipping
- ✓ 4 Day Shipping
- ✓ Name & Logo on Your Cards Free

Contact Information

Name _____
 Title _____
 Group Name _____
 Phone _____
 E-mail _____

Shipping Address

Contact Name _____
 Street _____
 City _____
 State _____ Zip _____
 Phone (Day) _____

Order Details

- 1- Quantity of cards (Min. 10 cards): _____ @ \$20 each = \$ _____
 + 10% - 20% Free cards (based on your payment method) _____
- 2- Choose one of the following colors for your cards: Blue Green Purple Red
- 3- Group name to be printed on the cards: _____
- 4- Print our team/group logo on each card – FREE! NO YES (Please FAX or email logo)
- 5- Coupons: we will include those for your state. Please call if you would like to change your coupon offers.
- 6- Desired delivery date (Allow 4 days. Special 2-day delivery available at extra charge.): _____

3 Easy Payment Methods - Pay now or pay in 30 days!

- 1 Credit Card (Get 20% Free Cards) Visa MC Amex Disc
 Credit Card - Hold for 30 days (Get 10% Free Cards) Visa MC Amex Disc
 Card #: _____ Expiry Date: _____
- 2 Check (Get 15% Free Cards): Check by mail Check by phone C.O.D.
 Check - Hold for 30 days (Get 10% Free Cards): Check by mail Check by phone C.O.D.
- 3 Purchase Order Form (Get 10% Free Cards) - Dont pay for 30 days - For schools only
 Signature _____ Date _____
 Print Name _____

Please make check payable to:
Skratchers
 1310 Route 9, Champlain, NY 12919

We'll call to confirm your order within 1 hour.



Just Ask Our Customers!

Skratchers is the easiest and most profitable fundraiser !

Skratchers! We recently ordered scratch cards through your company- they worked so well that we called a week later to double our order. With our small group of 20 players, we raised \$1,800 profit in 2 weeks. I highly recommend the Skratchers program to any group looking to raise money. This year, we raised more money with the Skratchers program, than we did last year with our chocolate bar sales, car wash and spaghetti dinner combined.

Coach Tim J. Keese, Seneca Ballaz- Basketball Seneca, SC



Our church has used the Skratchers program four times now. Each time, our 70 church members raise a good \$5000-\$6000. It's simple, profitable and fun. Thanks for the great service.

Pastor Kirk Denney, United Pentecostal

Thank you for a great fundraiser. Our soccer team just raised over \$3,000 with your program. We'll be using it again in the Spring for our baseball and softball seasons.

Erin Braun, Smitson High School



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Darrin McComas – Burroughs H.S. Baseball, CA

Read more testimonials at www.Skratchers.com
Achieve fundraising success like our customers.
Get started today!



Why Choose *Skratchers*?

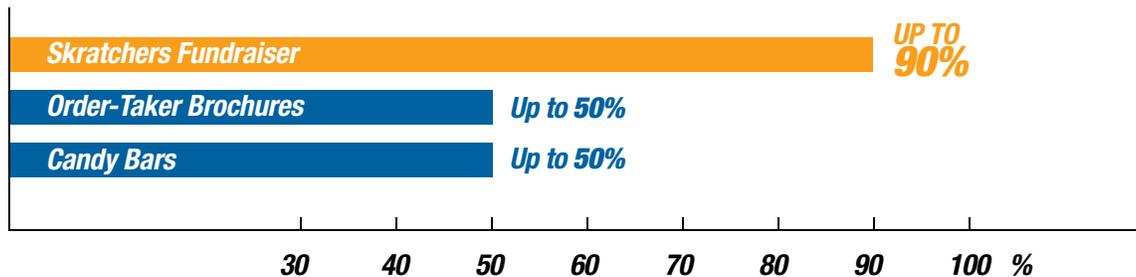
Some of our sponsors:



Skratchers Versus Other Fundraisers

- ▶ **90% Profit** - why raise 50% profit with candy when you can raise up to 90% with Skratchers?
- ▶ **New and Unique**- tired of candy ? Skratchers offers a NEW, easy way to raise funds.
- ▶ **Quick & Simple**- no order-taking or deliveries required. Collect your money on the spot!
- ▶ **Your Donors get More Value**- \$50 in coupon savings they will actually use.
- ▶ **Skratchers won't melt or spoil!**

Skratchers Raises More!



Skratchers Versus Other Scratch Card Programs

- ▶ **Coupon Value** - Over \$50 in valuable national and state coupon offers. Simple and easy to redeem ; ensures your cards will be completed quickly.
- ▶ **Quality** - Our triple varnish coating allow your Skratchers cards to remain intact well beyond the end of your fundraiser.
- ▶ **Customized Coupons** - Coupon sheets can also be customized with offers from your local merchants.
- ▶ **Our Coupon Guarantee** - We'll replenish your coupons free of charge- at any time!
- ▶ **Skratchers are 10% Less Expensive** - Our closest competitor is charging \$22 per card.
- ▶ **Free Shipping and Quick Delivery** - Our shipping is always free regardless of the order size, and your order will arrive at your door in only 4-7 days.
- ▶ **4 Colors to Choose From** - Match the color of your school, team or group with our choice of scratch card colors- blue, red, purple or green.
- ▶ **Great Customer Support** – Our professional and helpful consultants are available to help you, 8AM-6PM EST.
- ▶ **We Offer 10% Free Cards.** (Limited Time Offer)

Questions? Ready to Order! Call us TOLL-FREE 1-888-800-9506



Call Us 1.888.800.9506

Raise Your Funds Now, Pay Later (from the \$ you've raised)!

Call us to find out more, toll-free 1-888-800-9506

Payment Options to Fit Your Needs:

We understand that the reason you're fundraising is because your group NEEDS funds.

That's why we offer you and your group several payment options. If you have no funds, it's not a problem - you don't have to pay for 30 days! If you do have funds, feel free to pay right away by credit card or check and in return, receive 15% - 20% Free BONUS cards. See below for details ...

No Money Up Front - Pay Only in 30 Days!

(and still receive 10% free cards)

1. Credit Card - Hold (we'll hold it for 30 days)

We bill your credit card in 30 days from the day you order your Skratchers cards.

You may use any major credit card.

2. Check - Hold (we'll hold it for 30 days)

a) By Phone

As of March 31, 2005, Skratchers Fundraising has been approved to take check payments by phone. Simply call us and tell us your account number. We'll charge your account 30 days after the date you place your order.

b) Mail us a Check

Mail us a check- we'll cash it 30 days after the date you place your order.

3. Schools - Purchase Order Form

Simply provide us with a Purchase Order Form signed by your treasurer and or principal. We'll invoice your school 30 days later.

OR Pay Now, and Receive 15% - 20% Free Cards!

1. Credit Card - Get 20% Free Cards

You may use any major credit card. Visa, MasterCard, Amex, Discover.

2. Check - Get 15% Free Cards

-Check By Phone (simply call now with your account information)

-Mail us a Check

-COD - we can have UPS pick up a check upon delivery (\$10 charge)

Our Guarantee

Your Skratchers scratch cards are guaranteed to make you a great profit! If, for any reason, at the end of your campaign, you have some left over Skratchers scratch cards, which are not fully completed, we will send you new coupon pads at anytime to refill your booklets ABSOLUTELY FREE! We even pay UPS shipping to send them to you!

See Other Side for Frequently Asked Questions >>>

www.skratchers.com

13 of Your Most FREQUENTLY ASKED QUESTIONS

Or Call Your Friendly Fundraising Consultant at Toll-Free 1-888-800-9506

Q: Do We Have to Pay Anything Before We Start Our Fundraiser?

A: No, you don't have to pay up-front. We have many payment methods, many which allow you to pay 30 days from the date you order your Skratchers cards. Please turn this page to see options or call us toll-free 1-888-800-9506.

Q: How Much do the Skratchers Cards Cost?

A: The cost is \$20 per scratch card. Each scratch card will raise you \$100, so your net profit per card is \$80. With our free bonus scratch cards, you can make up to 90% profit.

Q: Can We Return Any Unused Skratchers Cards?

A: Yes, you may return up to 10% of your original order. They must be returned within 45 days from the order date. Any free scratch cards given with your order, are excluded from the credit. Even better, read our Guarantee below...

Q: Tell Me About Your Guarantee...

A: If, for any reason, at the end of your campaign, you have some left over Skratchers scratch cards, which are not fully completed, we will send you new coupon pads at anytime to refill your cards, ABSOLUTELY FREE! We even pay UPS shipping to send them to you!

Q: Can We Change Some of the Coupons?

A: Yes, if you don't want to keep your existing coupon sheet, you can double-up the good coupon offers, and or customize your coupon sheet with local merchants. Please read the Custom Coupons page for full details.

Q: Where Can These Coupons be Redeemed?

A: The coupon offers that we provide can be redeemed throughout your entire state. All offers have been negotiated with the head offices, so their franchises are well aware of these coupons.

Q: How Does It Work? I'm Confused!

A: It's simple. You order 1 scratch card per fundraising participant. Your group members will ask their potential supporters to scratch a few circles, pay the total of the amounts they reveal, and in return, receive a full coupon sheet containing over \$50 in exclusive coupons. The participant keeps the card with them until the entire card is scratched off and a total of \$100 has been raised.

Q: How Long Does it Take for Delivery?

A: Our standard delivery service is 4 business days from the day you place your order. Two-day and overnight service is also available for a small additional charge.

Q: What is the Minimum Order? Is Shipping Free?

A: There is no minimum order. You can order as few as 1 card. Shipping is free, all the time! When you order a minimum of 10 cards, we will also print your group name and logo on each card, at no charge.

Q: How Long Should I Run My Skratchers Fundraiser For?

A: I recommend you keep your fundraiser as short as possible in order to maintain momentum and enthusiasm. 2 weeks, with a 3rd week to wrap it up would be ideal. Some groups are highly successful doing a 1 week blitz.

Q: Can Our Skratchers Card be Customized? How?

A: Yes, we will customize all of your Skratchers cards. We will place your group name on the front and back cover of each Skratchers card. We can include your logo on it as well - simply email it to us. If you don't have a logo, we will include an image representing your group activity (ex. crossed bats for a baseball team).

Q: Why Choose Skratchers Over Other Fundraisers?

A: There are many reasons... it's new, different and fun; there are no large inventories, no orders to take or deliveries to make; you collect your money on the spot,... and you'll earn up to 90% profit instead of 40%-50%.

Q: Why Choose Skratchers Over Other Scratch Cards?

A: Our coupon merchants and offers are superior, which will encourage greater donations and result in a more successful fundraiser. Our custom coupon options are unmatched. The Skratchers cards are of a higher quality (layer of varnish to protect from ripping and give a nicer look). We also guarantee to match or beat any competitor's price, and our shipping is always free. To top it off, we have flexible payment options, and our customer service reps are renowned for their helpful and friendly attitude. We welcome your call so you can see for yourself!

No Money Up-Front * Free Shipping * Your Logo/Name on Each Card * Free Bonus Cards

See Other Side for Payment Options >>>

www.skratchers.com



Custom Coupons Available!

Most of our customers keep the existing Exclusive Coupon Sheet already set-up for their area. You can see your state-wide coupon in the sample scratch card we've included in your Skratchers Information Kit. If 5 or more of these coupons are good in your area, I would NOT recommend getting Custom Coupons. Remember, when someone redeems just 1 coupon, they've made their 'donation money' back!

Or - 3 Ways to Customize Your Coupon Sheet

If you are not satisfied with your Existing Coupon Sheet, please consider these 3 options:

Option 1: DOUBLE-UP

Double-Up the better coupons. If some coupons on your coupon sheet are not good in your area, you may remove them and replace them with some of the better coupon offers found on your coupon sheet. For example, if you don't have a Blimpie in your area, you may replace it with a second Pizza Hut coupon.

Option 2: ADD

Add any of the following Nation-wide coupons to your coupon sheet:



Great Movie Tickets Savings!
Hoyts

Option 3: CUSTOMIZE WITH LOCAL COUPONS

If you live in a more rural area where several of our offers are not available, you can now create your own coupon sheets with local coupon offers. Most local merchants will appreciate supporting their local community, getting more traffic in their restaurants, and getting free coupon distribution in their local area. It's easy to sign-up 4-8 merchants in only one afternoon!

How Can You Get Your Local Coupons? It's Simple!

1. Visit the local merchants and ask to speak with the owner or manager
2. Tell them: "I am a member of (name of group) and we'll be running a fundraiser within a few weeks. We would like to distribute a coupon offer from your restaurant absolutely free of charge to all the donors who support our cause. Your advantages include: supporting our local community, getting more traffic in your restaurant, and getting free coupon distribution. I would like to get your approval and confirm the exact coupon offer you would like to have distributed."
3. Have them sign the agreement with the coupon offer and expiry date (ask for min. 12 months) Ex. of restaurant offers: 2 for 1, Buy a sandwich and a medium drink- get the 2nd sandwich free.
4. Fax the agreement(s) to Skratchers at 1-888-284-8864.

*See Reverse for the Coupon Distribution Agreement

Cost and Other Details:

*If you use your existing coupon sheet included with your sample Skratchers card, there is NO EXTRA COST.
*If you are using Options 1,2 or 3, your total one-time fee is only \$30 total (not \$30 per scratch card), regardless of how many scratch cards you order. This is a one time printing setup charge and will be added to your total. You may also combine any of these 3 options. You may have up to 10 coupons per sheet.

See Other Side For Custom Coupon Agreement for Merchants >>>



Coupon Distribution Agreement

We are raising money for: _____
_____.

We will be distributing approximately _____ coupons in your area.
There is no charge for distributing the coupons.

Group Name: _____

Address: _____

Contact Name: _____ Phone: (____) - _____



Coupon Offers

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____

Name of Merchant: _____
 Address: _____

 Offer: _____

 Expires: M/____D/____Y/____
 Merchant Signature: _____