



## PROGRAM OVERVIEW

*Raise money for your school, save money on your power bill – save energy for the planet!*

### **What is Raising the Lights™ fundraising program all about?**

Thank you for considering Raising the Lights! We help schools, churches, sports groups and other non-profit organizations raise money through the sale of green and earth-friendly products for their fundraising efforts. We believe by offering environmentally beneficial products and educating our children to what impact their use has on the environment, we will foster socially responsibility in our children, and help them learn to reduce, reuse and recycle in the fight against global warming.

### **What are the benefits to our children?**

As role models, we have a unique opportunity to influence the way our children impact the environment and envision their future in it. By offering Raising the Lights approved products, our children can feel personally responsible for a making a difference in their own family and friends' energy use and in turn their environmental savings. Simultaneously, children develop a sense of community, entrepreneurship and responsibility by participating in your organizations fundraiser.

### **What are the benefits to our environment?**

Small changes ultimately add up to very large scale environmental savings, but also alter the opinions and actions of our community at large. Educating our children to the minor household modifications that can make a major environmental impact will influence their families and friends to do so as well. All of the products available in the Raising the Lights fundraiser program are earth-friendly and/or aid in the fight against global warming.

### **What are the benefits for my organization?**

We are a one-of-a-kind fundraising opportunity. Not only do you keep 40% of the sales generated during the fundraiser, but you will also have the satisfaction of improving your community through the distribution of CFL bulbs, earth-friendly cleaners and many of our other compelling products. Most importantly, you will have taken action in the "green movement" and helped to improve the world around you, and inspired you're your children to do the same.

### **What are the products to be sold?**

All our hand-selected products are dedicated to making your home a more efficient, energy saving, non-toxic place to live.

- **AutoCell Electronics™** energy-efficient, Energy Star® approved CFL light bulbs
- **Begley' Best™** 100% non-toxic, biodegradable household cleaners
- **BioBag®** 100% biodegradable and compostable kitchen and pet bags
- **Botanical Paperworks®** fine paper products that bloom into flowers
- **Laptop Lunches™** reusable American-style bento lunchboxes
- **Lucky Earth™** hypo-allergenic, paraban free "waterless" car wash kit
- **Pure Water 2Go™** the refillable, filtered water bottle
- **Nellie's Nugget's** energy-saving dryer balls and non-toxic laundry nuggets
- **Wrap-n-Mat™** reusable sandwich wrap and placement in one

### **What does my organization need to do to sign up?**

Simply fill out our commitment form and we will be in contact as soon as possible to discuss your specific needs. Your fundraiser can be: 1) **pre-sell** (your group solicits orders, collects money and then places the order with your payment, receiving the items shortly thereafter for dispersal); or 2) **pre-order** (you decide upfront on quantities, send in your payment and we send the products immediately for you to sell throughout the year at your organizations events.) Our program provides you with all the materials you need to be successful including forms, product catalogs, and even incentives for your sellers!

### **Who do I contact with more questions?**

If you have any other questions, please contact Yolanda Bergman at [yolanda@raisingthelights.org](mailto:yolanda@raisingthelights.org).

Thank you again for your consideration. We know you have a number of choices for fundraising opportunities and we appreciate the chance to help you earn money and help change the world! (We like to dream big!)