



## Make Christmas even more magical with a 25% fundraising profit!

### EARN UP TO 25% PROFIT WITH PURDYS CHRISTMAS TREATS AND REACH YOUR FUNDRAISING GOALS FASTER!

Make LOTS of profit with minimal effort. Join thousands of successful Coordinators. Over 74% of campaigns exceed their fundraising goals.\*

#### Create Your Fundraising Campaign

Returning Coordinator? With every new season, you must start a new campaign. Log in using your customer number and password and click “Start a New Campaign”.

New Coordinator? Register at [fundraising.purdys.com](https://fundraising.purdys.com).

#### Top Tips

- Share your unique campaign link with friends and groups in your community. Save time by using our templates to create posts for Facebook, Instagram, work email etc.
- Use Teams Feature to track individual sales using a unique campaign link. Fundraisers who’ve used our Teams Feature see a 65% increase in their sales!
- Run a 2–3-week online campaign. That’s the length of time with the highest success rates.
- Check out the Coordinator Success Guide on your campaign dashboard for helpful tools, resources and sample messages.

#### Start Earning Profit

Invite supporters to join your campaign by sharing your unique campaign link. They can place their order online on your personalized webpage or by browsing through the catalogue. They get the tastiest Christmas treats crafted in Canada, and you earn up to 25% fundraising profit.

We’ll check in with you again in the next few weeks. But you can always check out our FAQ section for more information or contact us directly for assistance. We’re happy to help!



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 [fundraising.purdys.com](https://fundraising.purdys.com)

\*Based on 2022 Christmas Fundraising Campaigns