



AMERICAN  
HERITAGE  
GIRLS™

FAITH | SERVICE | FUN

## PROGRAM GUIDE

PRESENTED BY  
ABBY CANDLES FUNDRAISING

50%  
PROFIT!




“GO LIGHT YOUR WORLD”



HELLO AHG TROOPS!

THANK YOU FOR YOUR INTEREST IN ABBY CANDLES FUNDRAISING. WE HOPE THIS PROGRAM GUIDE WILL HELP WALK YOU THROUGH THE FUNDRAISING PROCESS AND WILL LET YOU KNOW WHAT WE HAVE TO OFFER YOUR AHG TROOP.



WE ARE DEVOTED TO HELPING YOU EVERY STEP ALONG THE WAY, ENSURING A SMOOTH AND SUCCESSFUL FUNDRAISER. PLEASE TAKE A FEW MOMENTS TO LOOK THROUGH THIS GUIDE, AND PLEASE CONTACT US SHOULD YOU HAVE ANY QUESTIONS OR IF YOU WOULD LIKE TO SIGN UP TO WORK WITH US FOR YOUR NEXT FUNDRAISING EVENT.

WE WOULD LOVE TO HAVE THE OPPORTUNITY TO HELP YOUR TROOP THIS YEAR.

GOD BLESS,



ABBY CANDLES FUNDRAISING



# WHY ARE WE FUNDRAISING?

## 1. TO RAISE MONEY FOR YOUR PROGRAM

ESTABLISH AN ANNUAL PROGRAM PLAN AND A FUNDRAISING GOAL ASSOCIATED WITH THE PLAN.

*FOR EXAMPLE:*

UPCOMING TROOP TRIP COST = \$3,000 / 50% RETURN =  
TROOP SALES GOAL OF \$6,000

TROOP DUES = 30 GIRLS X \$75 = \$2,250 / 50% RETURN =  
TROOP SALES GOAL OF \$4,500

*SUGGESTED PROGRAM COSTS THAT COULD BE COVERED THROUGH YOUR FUNDRAISER...*

ANNUAL MEMBER REGISTRATION - \$26.00

UNIFORM PACKAGE - \$14.00 & \$26.00

GIRL HANDBOOK - \$18.00

AHG FLAG - \$37.50

AHG PROMOTIONAL TABLE DISPLAY - \$30

TROOP BANNER - \$60 - \$100 (APPROX.)

CAMPING EQUIPMENT - \$100 - \$300 (APPROX.)

SPONSOR A COMPASSION INTERNATIONAL CHILD - \$500 (APPROX.)

PLEASE REFER TO THE PROGRAM COST SECTION AT:  
[WWW.AHGONLINE.ORG](http://WWW.AHGONLINE.ORG)

# WHY ARE WE FUNDRAISING?

## 2. TO TEACH YOUR GIRLS TO LIVE THE AMERICAN HERITAGE GIRLS' CREED BY BEING:

- HELPFUL - HELPING THE TROOP TO REACH THEIR GOAL AND ENCOURAGING OTHERS
- HONEST - PROVIDING EACH CUSTOMER WITH THE PRODUCT THEY ORDERED
- LOYAL - BEING LOYAL TO HER FRIENDS IN THE TROOP BY REACHING HER GOAL
- PERSEVERANT - CONTINUING TO WORK AT HER SALES UNTIL SHE HAS REACHED HER GOAL
- PURE - PRESENTING A CLEAR MESSAGE TO HER BUYERS WITH HONESTY & TRANSPARENCY
- RESOURCEFUL - BEING RESPECTFUL TO HER CUSTOMERS EVEN IF THEY DO NOT MAKE A PURCHASE
- RESPONSIBLE - WORKING TO BE RESPONSIBLE THROUGHOUT THE PROCESS WHILE TAKING THE ORDERS, DELIVERING THE CANDLES AND COLLECTING THE MONEY
- REVERENT - GIVING THANKS TO GOD FOR HIS HELP THROUGHOUT THE SALE

## 3. TO CREATE AWARENESS OF THE AHG PROGRAM THROUGH VISIBILITY OF THE GIRLS IN THE NEIGHBORHOODS, AT CHURCHES AND STOREFRONTS "LIGHTING THEIR WORLD."



# WHAT ARE WE SELLING?

- THE CANDLES AND AIR FRESHENERS ARE BRANDED WITH THE AHG LOGO — PROMOTING THE AHG PROGRAM ON THE PRODUCTS.
- HAND-POURED PRODUCTS MADE IN THE USA
- 100% SATISFACTION GUARANTEE
- SPECIAL SOY-BASED WAX BLENDS, LEAD-FREE WICKS AND THE FINEST QUALITY FRAGRANCES
- THOROUGHLY TESTED TO ENSURE SAFETY

## WHY CANDLES?

- CANDLES ARE A SYMBOL OF GOD'S LOVE SPREADING THROUGHOUT THE WORLD.
- THE U.S. CANDLE INDUSTRY HAS OVER \$2 BILLION IN SALES ANNUALLY.
- CANDLES ARE USED IN 7 OUT OF 10 HOUSEHOLDS & FRAGRANCED PRODUCTS IN 9 OUT OF 10 HOUSEHOLDS.
- 90% OF CANDLE PURCHASES AND 80% OF FUNDRAISING PURCHASES ARE MADE BY WOMEN.



# HOW ABBY CANDLES CAN HELP:

THE “GO LIGHT YOUR WORLD” 2013 FUNDRAISING PROGRAM OFFERS:

- TRAINING FOR YOUR TROOP FROM ABBY CANDLES EMPLOYEES WITH A COMBINED KNOWLEDGE BASE OF OVER 30 YEARS IN THE FUNDRAISING INDUSTRY, ASSISTING IN YOUR FUNDRAISING SUCCESS
- NO UPFRONT COSTS
- 50% PROFIT TO YOUR TROOP
- FREE BROCHURES FEATURING AHG-BRANDED PRODUCTS
- ORDERS PACKED BY INDIVIDUAL SELLER — NO SORTING NEEDED!
- FREE SHIPPING
- INCENTIVES FOR THE GIRLS — PAID FOR AND PROVIDED BY ABBY CANDLES
- ONLINE ORDERING: CUSTOMERS CAN NOW SHOP ONLINE, PAY WITH A CREDIT CARD AND HAVE THEIR ORDERS SHIPPED WITH YOUR TROOP’S ORDERS FOR FREE! THIS ALLOWS YOU TO EARN PROFIT ALL YEAR LONG.
- AN ABBY CANDLES EMPLOYEE DEVOTED TO WORKING ONE-ON-ONE WITH YOU BEFORE, DURING AND AFTER YOUR FUNDRAISER

# TESTIMONIALS:

- “Everything was timely and helped us get ready. We have enjoyed working with Abby Candles, loved the help and encouragement. Such a great product! Thank you!”  
— Trishia Lowery, IL3088 —
- “Our troop’s first experience with fundraising was with Abby Candles, and I have to say that we are probably already spoiled. They were very helpful in getting us started. During the sale, they were available by email or phone to answer any questions and would check in to see how we were doing. We were pleased to work with a company with such integrity. It will be our pleasure to offer their products again in the future.”  
— Polly Peyton, TN1180 —
- “Thanks so much! This is the best fund raiser ever! Everything was perfect!!”  
— Tina Atilas, NJ0001 —
- “Abby Candles makes it so easy — I really appreciate all of the work you do at your end to make things easier for us to sell/distribute. Your products are very high quality!”  
— Amy Rose Davis, OR0207 —
- “Good quality, good profit, great selection, exceeded expectations. You guys are great...keep up the great products and service!!!”  
— Erica Coffey, CO4316 —
- “This was the easiest fundraiser we have ever done!! I have been telling everyone that we would be doing it again.”  
— Shirley Harmon, KY 2521 —
- “Keep up the great work! It is a very easy fundraiser to pull off. I highly recommend Abby Candles to AHG troops. Great quality product, great customer service, great profit return, great fundraiser!”  
— Abbey Meuter, FL1412 —
- “This was basically a perfect fundraiser for us. The fact that the boxes were packed individually was a HUGE help for us. That, and the fact that girls can generate online orders all year, were two of the factors making this year’s Abby Candles sale the best fundraiser we have ever done in our troop (and we have done several). We’re planning to make Abby Candles our annual fall fundraiser.”  
— Teresa Hvizdos, TX0522 —



# “GO LIGHT YOUR WORLD” CANDLES:

## EXTENDED BENEFITS OF THE AHG CANDLE OVER LEADING COMPETITORS:

- THE TROOP PROFITS FROM EACH PRODUCT SOLD.
- THE AHG CANDLE SHOWS OFF THE BRAND BY HAVING THE AHG LOGO ON THE LID.
- EACH JAR HAS A TIGHT SEALING LID TO SAVE THE FRAGRANCE WHEN NOT IN USE.
- WITHOUT A FRONT LABEL, THE JAR WITH COLORFUL WAX ALSO SERVES AS A DECORATIVE ITEM IN YOUR HOME OR OFFICE.

PRODUCT:	SIZE:	BURN TIME:	PRICE:
AHG CANDLE	16 OUNCE	110 HOURS	\$18.00
YANKEE CANDLE	14.5 OUNCE	75 HOURS	\$24.99 RETAIL
BATH & BODY WORKS CANDLE	14.5 OUNCE	35 HOURS	\$20.00 RETAIL



# HOW CAN WE BE SUCCESSFUL?

## 1. EXCITING AND INFORMATIVE KICK OFF MEETING

- WELCOME (5 MIN.)
- HIGHLIGHT YOUR PROGRAM FOR THE YEAR AND HOW THE SALES WILL HELP KEEP ACTIVITIES AFFORDABLE. (5 MIN.)
- ROLE PLAY WITH THE GIRLS GOING THROUGH THE SALE PROCESS. (10 MIN.)
- INTRODUCE PRIZE PROGRAM AND TROOP INCENTIVES. (10 MIN.)
- BIG FINISH WITH THE “GO LIGHT YOUR WORLD” SONG & CANDLE LIGHTING CEREMONY. (10 MIN.)

## 2. GOAL SETTING AT THE GIRL AND TROOP LEVEL

- BRAINSTORM TRIPS & ACTIVITIES THE GIRLS WOULD LIKE TO DO AND SET GOAL COSTS.

## 3. CREATE YOUR OWN INCENTIVES WITH YOUR TROOP

- CONTACT ABBY CANDLES FOR IDEAS AND TO HEAR WHAT OTHER TROOPS HAVE DONE.

## 4. REMEMBER AT THE END OF THE KICK OFF MEETING, THE GIRLS AND THEIR PARENTS SHOULD:

- FEEL ENGAGED AND EXCITED TO PARTICIPATE IN THE FUNDRAISER.
- KNOW HOW TO SELL.
- KNOW THEIR GOALS & UNDERSTAND WHAT THEY GET FOR ACHIEVING THAT GOAL.
- FEEL GOOD ABOUT THE PRODUCT AND THE RETURN ON THEIR INVESTMENT.

# WHERE DO WE GO FROM HERE?

- DETERMINE THE NUMBER OF GIRLS THAT WILL PARTICIPATE IN THE SALE AND THE NUMBER OF FORMS NEEDED.
- ESTABLISH THE DATES OF YOUR SALE, KICK OFF DATE AND AN END DATE. (IT IS RECOMMENDED TO HAVE A 3-WEEK SALE, INCLUDING 3 WEEKENDS.)
- COMPLETE THE “START YOUR SALE” FORM AND EMAIL IT TO [ANYA@ABBYCANDLES.COM](mailto:ANYA@ABBYCANDLES.COM) OR CALL 1-800-250-7723 TO SIGN UP OVER THE PHONE.
- HAVE YOUR PROGRAM KICK OFF AND BEGIN YOUR SALE!!
- AT THE END OF YOUR SALE, SEND THE WHITE COPY OF THE ORDER FORMS VIA UPS (WITH THE LABEL PROVIDED BY ABBY CANDLES) TO:

ABBY CANDLES FUNDRAISING  
301 SOUTH BUTTERFIELD ROAD  
MUNCIE, IN 47303

KEEP THE YELLOW COPIES FOR YOUR RECORDS. ABBY CANDLES WILL TALLY AND PACK EACH GIRL’S ORDER INDIVIDUALLY — NO TALLYING OR SORTING NEEDED ON YOUR PART! EACH BOX WILL BE CLEARLY LABELED WITH THE GIRL’S NAME.

- PAYMENT IS DUE WITHIN 30 DAYS OF PRODUCT DELIVERY. INVOICE WILL BE INCLUDED IN THE SHIPMENT. CHECKS FROM CONSUMERS SHOULD BE MADE OUT TO YOUR TROOP.
- PLEASE REMEMBER TO REVIEW THE AHG FUNDRAISING GUIDELINES AT [WWW.AHGONLINE.ORG](http://WWW.AHGONLINE.ORG).