

## WIN-WIN Fundraising Program Step by Step Instruction

Win-Win Fundraising is one example of how to use the current Mannatech Member Plan to raise funds using organizations of an individual Associate's choice. It is not intended as the only way to utilize the Member Plan, but once united with Team Mannatech it becomes a powerful sales tool for children, parents and groups trying to raise money for a variety of organizations. Remember most youth leaders are looking to help children be safe and healthy and we offer a unique, positive alternative that empowers them to raise funds for their organization at the same time.

The following materials and suggestions can be tailored to fit any organization with which Associates come in contact in their everyday lives.

- **Step 1 - Identify**

Identify an organization. These may include but are not limited to the following:

- PTOs, PTAs, Alumni Groups, School Organizations
- School and Performance Organizations
- Church and Religious Organizations
- Sports Teams and Athletic Organizations
- Voluntary Health and Service Organizations

The Win-Win Fundraising documents provide you with examples for each organization listed above.

- **Step 2 - Contact**

The sample letter "Your Organization Cares...You Care, And so does Mannatech" provides you with reasons why your organization of choice should use the Mannatech Win-Win program. This sample letter can be formatted to fit your organization, listing the names, addresses, group leaders, or the group of parents, teachers, coaches etc., as you prefer. Remember to add you and/or your organization's contact information. Currently, there are only 4% of schools in the United States of America that have a physical education program. Children between the ages of 7 and 14 represent 30-40 million young people, with a set of parents representing 70-80 million adults. So be aware that this is a large market for potential Mannatech Business Builders who know very little about nutrition and supplements but want the best for their children. Parents are looking for ways to supply their children with suitable dietary supplements and educate themselves about nutrition at the same time.



Parents can now do both with your guidance and education about the benefits of Mannatech products within the Win-Win program. Therefore, personalize all examples listed in these materials with the contact information of the Associate responsible for training and oversight of the Win-Win program.

- **Step 3 - Enroll**

Contact the head of the organization; Pastor, youth group director, coach, parent, team captain, etc. to explain to them how they can raise money for their existing organization and at the same time, not spend any more than they normally would with nutritional related products purchased on a monthly basis for their children.

- **Step 4 - Train**

Schedule a meeting to speak to the group to inform them how the program works. It is our suggestion that the organization is enrolled at the Associate (\$39-\$109) level and the members of the organization enrolled as Members. Depending on the needs of the organization, the products from the Associate pack may be utilized for samples, "nutrition scholarships" for qualified students or sold for additional profit for the organization.

Remember the organization represents volumes of people who will be introduced to the Mannatech products at one time. For example, 100 children using Mannatech for their fundraiser have 200 parents, thus giving you an opportunity to introduce the products to 300 consumers, creating a warm market and potential Business Builders in your Mannatech business.

This is not the time to split Business Builders from the organization. That potential will come later. You must inform the organization that in order to qualify for the Member commission produced by the Members each month, the organization will have to purchase one hundred dollars in product (for a minimum of 50QV) using their "Fundraising Funds". As illustrated above, the organization may disburse the products received each month any way they deem fit.

- **Step 5 - Launch**

You are the consultant who handles the program for the group. The most important part of this program is that everyone who signs up be put on an "automatic order" underneath the organization. Since automatic orders are consistent orders and are generated each month, volume is produced throughout the course of the fundraising program.



- **Step 6 – Meet**

Meet with your group to emphasize the significance that they are creating their own “in house” fundraiser, from which they will receive 20% profit from all products purchased by the members of their organization. Also, let them know you provide FREE educational mini seminars on nutrition and the specific benefits of these nutritional supplements.

Give your organization information about the products and stress to them how their own fundraising activities will be at a minimum. Remember these people are dealing with volumes of other people. Initially you will have to provide the work for the organization, making sure everything is posted. You should also help your group select the products. The example sheets provided suggests product purchases appealing to particular types of organizations which you can use to guide the selection process. Remember these are examples that can be revised as appropriate to fit your organization. Express to your group the need to send the message that “taking care of our bodies is part of being an athlete (or musician, responsible citizen, etc.)

For those individuals who need to have more science information, refer them to the [MannatechScience.org](http://MannatechScience.org) website.

Explain to your audience about “Team Mannatech” which consists of 200 professional, amateur and Olympian Elite Athletes worldwide who are using the products. Invite them to visit the [TeamMannatech.com](http://TeamMannatech.com) website where they are provided pictures, bios, and comments from the athletes, science, etc. You may also download “collectible cards” of the athletes for your mini seminar. Explain in your presentation to the group that Mannatech has had 300-Olympic Athletes consuming their products over the past 13-years with no one testing positive for any ingredients that appear on the WADA (World Anti-Doping Agency) list.

- **Step 7 - Assist**

After assisting the new Member with their product choice, collect names and pertinent information to start your fundraising program. You can (1) create a sheet to collect information, (2) use the Member Application (MOD 1801101) or (3) sign them up as Members by contacting Sales Support at 1-800-281-4469. Tell the representative that you want to enroll a Member. You should personally ensure that the orders are placed immediately.

It's that simple to assist an individual youth with his/her championship fundraising goals.



For additional information, provide the Member with your telephone number or email address.

After the initial (automatic) order is processed, Mannatech will send out the same product each month. It is your responsibility to provide any literature or program information to your group as you see fit.

### **Step 8 – Follow up**

After the first month, provide a follow up letter to all the individuals who ordered to see if they are interested in other products in the line. This will provide you an opportunity to find the potential Business Builders in the warm market that you have acquired.

Building on the Win-Win concept, one important note is when someone elects to become a Business Builders, enroll them as an Associate underneath the organization from which they derived. This will provide the “Fundraising Organization” a continuing revenue stream and allow the individuals who were helping them originally to continue to assist them.

Let your imagination run wild. There are many types of organizations out there that are looking to fundraise in a simple way. No matter what type of organization you choose to work with, whether it is High schools, colleges or health care centers, the program works the same for all.

**NOTE:** Order/APO amounts should be chosen depending on the fundraising goals of the organization. The 20% Member commission paid to the organization is based on the amount of the Member’s order. See MOD 1999801 Member Plan and the Compensation Plan for complete details.

HAPPY FUNDRAISING!

### **What Sets Mannatech’s Products Apart?**

Mannatech has nutritional products with ingredients that are not on the World Anti-Doping Agency’s list of prohibited substances. The World Anti-Doping Agency (WADA) is an independent foundation created through a collective initiative led by the International Olympic Committee (IOC). They administer tests for some 450 banned substances worldwide, in over 163 countries and is a standard for all Olympic athletes. Currently, the United States Congress is looking to make this test a standard for all professional, college and high school teams. Mannatech has already set the standard for other companies to follow, by already having there Regulatory, Legal, and



Compliance departments evaluate, on an annual basis, the WADA list to ensure none of their product ingredients appear on the list. Mannatech products clear the most stringent list in athletic competition which makes them safe for all ages.

