

# That's My Pan!®

## Personalized Gift Fundraisers Information for Spring 2008

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Raising funds to support projects and charitable causes can be a hard job and certainly takes time and commitment. We were brought into the fundraiser business several years ago by retail customers of our personalized cake pans who thought that these gifts would make unique, profitable, and easy fundraisers. They were right! Our beautifully engraved personalized gifts have proven to be very successful fundraisers and might just be that "something new and something different" that you're looking for to help with your efforts.

Our philosophy on successful fundraising is far different than what you've probably seen before. *We offer you unique items that are valued by your customers at better than retail prices.* So many fundraising companies offer commodities at vastly inflated prices – they are hard to sell to anyone once and impossible to sell to anyone twice. It is not unusual for our fundraiser-partners to run 3, 4, or even 5 fundraisers with our products *because their customers keep asking them to sell the products again so they can buy more gifts!*

### **2008 Personalized Gift Fundraiser Program**

Our personalized gift fundraiser program includes all our best selling products:

- Personalized *Original* cake pan/lid (4 colors, 100 design options, 9x13" pan size only)
- Personalized *Traditional* cake pans/lids (4 colors, 100 design options, 2 pan sizes)
- Personalized *Traditional* pie pans/lids (4 colors, 100 design options, 9" pan size)
- Personalized Doughmakers® cake pans/lids (4 colors, 100 design options, 2 pan sizes)
- Personalized lid-only (4 types, 4 colors, 100 design options)
- Personalized non-stick lasagna/casserole pan/lid (1 lid color, 100 design options, 9x13" pan size only) – **New for 2008!**
- Personalized maple cutting boards (100 design options)
- Personalized glass cutting boards/trivets (7 different designs)
- Personalized recipe boxes (2 sizes, 100 designs or decorative border design)
- Personalized photo frames (2 sizes, 100 designs)
- Personalized Utensil Sets (wood-handled high temperature plastic - 4 piece set & solid beechwood 5 piece set)
- Personalized stoneware coffee mugs (5 colors, 5 design options) - **New for 2008!**

- Engraved 8x8" Oak cutting boards (5 standard designs – not personalized) - **New for 2008!**

All of these products are proven sellers in both our direct/retail sales efforts and from our previous year Fundraiser programs. They are suitable for Holiday, Mothers Day, birthday, anniversary, wedding shower, addition to the family, housewarming, and all sentimental gift giving occasions. The *Traditional* cake pans remain our volume leader. The sanitary tempered glass cutting boards recently popularized by Pfaltzgraff® and Corelle® sell by the tens of thousands at dozens of national retail outlets, but only ours are personalized. The new non-stick lasagna pan is getting rave reviews already.

That's My Pan!® personalized bakeware all share the following features:

- All our pans are **Made in the USA**. Looking at another supplier of personalized pans and lids? Ask them if all their pans are American made.
- All cake/pie pan lids are coated on both sides with a thick, rich, texturized coating in your choice of four colors and then engraved with your choice of over 100 pieces of artwork into the coating along with your name. The aluminum lids are not spray painted like some lesser imitations! All of our lid coating is done here in Wisconsin. We use only Lead-Free materials.
- The non-stick lasagna pan lid is coated with a thick smooth, semi-gloss coating that is easy on the non-stick pan coating. Like all our lids, this is coated in Wisconsin with Lead-Free materials.
- Our artwork is the largest and most intricate in the business today! With 100 choices, you are sure to find something you love.
- All pans are also engraved with the name – you should never lose your pan or end up with a mismatched lid and pan ever again!
- Every product we make has a 100% satisfaction guarantee. We will repair, replace, or refund your money. No questions asked.

**That's My Pan!®-Original Personalized Pan and Lid:**

9x13" only. Medium gage, American made Aluminum pans. Smooth Aluminum finish on the inside of the pan. Lid has opening handle on the end. The lid fits only the *Original* pan. That's My Pan!® quality at a great price. (see financial section for pricing information)

**That's My Pan!®-Traditional Personalized Pans and Lids:**

9" pie pan, 9x9" cake pan, and 9x13" cake pan. Heavy gauge, American made Aluminum pans, with large rolled edges that make oven handling easier. 67% thicker than the *Original* pan. Smooth Aluminum finish on the inside of the pan. 9x13" cake pan lids have opening handle on the long side. The lids fit both the *Traditional* and Doughmakers® pans. Our biggest selling, most popular product line ever. (see financial section for pricing information)

**That's My Pan!®- Doughmakers® Personalized Pans and Lids:**

9x9" cake pan, and 9x13" cake pan. Very heavy gauge, American made Aluminum pan with large rolled edges that make oven handling easier. 108% thicker than the *Original* pan. Patented "pebbled" finish on the inside of the pan. Doughmakers® bakeware has won countless baking contests at places such as Taste of Home. Lid has opening handle on the long side. The lid fits both the *Traditional* and Doughmakers® pans. Wildly popular with the serious bakers. (see financial section for pricing information)

**That's My Pan!®- Personalized non-stick Lasagna/Casserole Pan with Lid. New for 2008!**

Every since we introduced our line of personalized Aluminum baking pans with lids, customers have asked us for a non-stick pan more suitable for lasagna, hot dishes, and casseroles. We have taken their requests to heart and are delighted to introduce our very own non-stick Lasagna pan and lid. This coated, heavy gauge pan combines the superior baking performance of Aluminum, unbelievable non-stick performance, and compatibility with even the most acidic foods. Our newest, exclusive pan is as

decorative as it is functional. The attractive charcoal color gives even greater contrast for your name on the side of the pan. Our custom, matching lid for this pan is also charcoal colored but with a semi-gloss coating that can be personalized with your choice of our 100 designs. The smooth lid coating finish is easy on the non-stick coating when the lid is snapped into place. The pan (but not the lid) is dishwasher safe. Like all our pans, this too is Made in the USA!

**Personalized Maple Cutting Board**

That's My Pan!® has teamed with local Wisconsin craftsmen to offer you personalized, maple cutting boards. These boards are not made from multiple strips of wood which are edged glued and sanded. These are made from single pieces of locally grown and harvested maple and decorated with your choice of 100 designs and your custom personalization. We provided a hole in the handle so that you can hang this board between uses or just as a decoration. The dimensions of these boards are 14"x7"x3/4".

**Personalized, Tempered Glass Cutting boards/trivets**

Tempered glass cutting boards have recently been popularized by Pfaltzgraff® and Corelle® and are currently available at dozens of high end kitchen boutiques and national retail outlets. These are the most sanitary cutting surfaces available and are also incredibly decorative.

We've chosen 7 of our favorite designs from the USA's leading manufacturer and added our custom personalization to these beautiful items. These are unique gift items for any occasion and have proven to be very popular with our customers since their introduction in early 2004. Simply choose your favorite design and let us know the name you would like on the board.

<b>Tempered Glass Board Design</b>	<b>Size</b>
Portland Lighthouse	12x15" Only
Pretty Pink	12x15" Only
Grapevine	12x15" Only
Farm Fresh	12x15" Only
Spice Border	12x15" Only
Wine	12x15" Only
Fresh Brew	12x15" Only

**Personalized, Hardwood Recipe Boxes**

Our recipe boxes are handmade by local craftsmen here in northern Wisconsin using locally grown and harvested aspen. These folks do exquisite work and take personal pride in everything they make. We are pleased to be able to offer their work combined with our own custom personalization! Choose from our decorative border on the box lid with your choice of personalization or pick one of the 100 designs pictured in the brochure to combine with your personalization. The smaller box is sized to hold standard 3x5 inch recipe cards with dividers. The larger recipe box holds standard 4x6 inch cards with dividers. (cards and dividers are not included)

**Personalized Photo Frames**

Do you have some cherished photos that deserve special frames? A wedding, reception, special vacation, or family reunion? It seems that almost everyone does. We have applied our decorative personalization techniques to solid alder wood photo frames. These frames are sized to hold either 4x6" prints or 8x10" prints. You can choose 3 lines of text for the frame and also have us engrave 2 pieces of artwork on either side (over 100 choices). You can also choose from landscape or portrait orientation.

**Personalized Utensil Sets**

We are pleased to offer your choice of 2 personalized utensil sets. The first is a 4 piece, hardwood-handled set with a steel ice cream scoop, high temperature plastic spatula, basting spatula, and spoon. The second set is a 5 piece, solid beechwood set containing a pair of salad tossers, a spatula, a spoon, and a slotted spoon. In each case, each individual utensil is engraved with your name.

### **Personalized Stoneware Coffee Mugs**

By popular request, we have introduced personalized/engraved, stoneware coffee mugs in your choice of 5 great colors – Black, Blue, Green, Red and Plum. You can choose from 5 great designs to be engraved on these mugs along with the personalization. These 14 ounce, speckled bistro mugs are heavy weight, stylish, dishwasher safe, and sure to please.

### **Our Results**

Customer response to our programs has been impressive. We have helped thousands of organizations raise money in the last 7+ years. A typical fundraiser averages about 100 items sold with profits of \$600-1100 for their causes. Approximately 20% of our fundraisers exceed 200 items for returns of \$1500-2200. Also notable during 2007, a single fundraiser group sold over 700 items with profits over \$5,000.

That's My Pan!® personalized gifts have been sold in all 50 states and also in Canada. Response across North America has been very positive and gratifying!

That's My Pan!® has made the necessary manufacturing investments to keep up with our growth and support our fundraiser-partners with fast turn around times and excellent service. We commit to shipping your order in less than 2 weeks. In the last 6 years, 90% of our fundraiser orders were actually shipped in 7 days or less! This kind of support is very valuable for our partners because it allows them to run their fundraisers longer, or run them closer to gift buying holidays. It also allows them to send in multiple orders without fear of not getting their items back in time.

Along with our short lead times and unmatched product quality, our team prides itself on our customer service. We are available 7 days a week by toll free call. Our team will treat you with friendly respect – we genuinely care about helping you successfully raise funds for your group. Many of our fundraisers tell us that they have had their best fundraiser experience ever with our team. Check out the testimonials to see what they say!

Here are some of the types of groups that we have partnered with in fundraising:

- Churches - youth groups, women's groups, church construction etc
- Schools (PTA and PTO)
- American Cancer Society, Relay for Life Teams
- Band, Orchestra, Choir boosters
- Sports team boosters (all types!)
- 4H groups
- FFA groups
- Boy Scouts/Cub Scouts
- Girl Scouts/Brownies
- POM and Cheerleading Squads
- Ice skating Teams
- Gymnastic Teams
- Church and individual mission trips
- Individual benefits for persons facing catastrophic medical or other costs
- Disabled person support groups
- Civic Groups (Lions, OES, Shriners, etc)

## **How to Get Started**

The first step is to call us at 1-800-332-2707 to register as a fundraiser and order a fundraising kit. The fundraiser kit includes 1 of each of the products included in our fundraiser program. The kit also includes our new 8 page full color fundraiser brochures, individual order forms, customer price sheets, master order forms, and fundraiser tips/FAQ's.

You may have up to 100 each of the 8 page fundraiser brochure, individual order forms, and customer price sheets included with your kit order. The order forms and price sheets are black & white and very easy for you to copy if you need more. If you need more than 100 of the 8 page color brochures, we are happy to provide them to you for 20 cents apiece – this is our printing cost for these items.

There is a deposit of \$50 required for each fundraiser kit, which is 100% refundable upon return of the kit. Based on years of experience with over 1,000 organizations, the fundraising kit is key to running a successful fundraiser!

## **Financial Return**

Every organization is free to set its own selling price for our gifts. Our recommended selling prices for your program are shown below. These are the prices we printed on the customer price sheets.

<u>Item</u>	<u>Recommended Selling Price</u>
• <i>Original</i> 9x13" cake pans/lids:	\$25
• <i>Traditional</i> 9x13" cake pans/lids:	\$30
• <i>Traditional</i> 9x9" cake pans/lids:	\$29
• <i>Traditional</i> 9" pie pans/lids:	\$27
• <i>Non-Stick Lasagna</i> 9x13" pan/lid:	\$35
• Doughmakers® 9x13" cake pans/lids:	\$39
• Doughmakers® 9x9" cake pans/lids:	\$38
• 9x13" Lid for <i>Traditional</i> and Doughmakers®:	\$19
• 9x13" lid for <i>Original</i> pan:	\$19
• 9x9" Lid only (fits either 9x9" pan):	\$18
• 9" round pie pan lid (fits only our pan):	\$18
• maple cutting boards:	\$25
• 15"x12" glass cutting boards/trivets: (Farm Fresh, Pretty Pink, Grapevine, Portland Lighthouse, Spice Border, Wine, Fresh Brew)	\$26
• small recipe boxes:	\$31
• large recipe boxes:	\$34
• small photo frames:	\$20
• large photo frames:	\$28
• Personalized 4 piece Wood Handled Utensil Set	\$16
• Personalized 5 piece Beechwood Utensil Set	\$20
• 8x8" Oak cutting boards	\$10
• Stoneware coffee mugs	\$13

All of these suggested selling prices are below what we sell these items for on our website when shipping is taken into account. For example, our price for a *Traditional* 9x13" cake pan and lid on our website is \$29.95. Shipping is \$7.75 so the total price to buy directly from us is \$37.70 without tax. You will offer your customers terrific products at better than retail prices!

Your discounted fundraiser costs are shown below. **Please note that it takes a minimum of 25 total items to qualify for the discounted fundraiser cost shown below. After your first order of 25, additional orders need to be at least 8 items to get the \$1 per item shipping cost.**

<b>Item</b>	<b>Fundraiser Cost</b> (see previous page for recommended selling prices)	<b>Shipping Cost/Item</b> <b>(\$1.00 for continental U.S. see below for Hawaii &amp; Alaska)</b>	<b>Fundraiser Profit per Item at suggested Selling price (see previous page)</b>
Original 9x13" pan/lid	\$18.00	\$1.00	\$6.00
<i>Traditional</i> 9x13" pan/lid	\$23.00	\$1.00	\$6.00
<i>Traditional</i> 9x9" pan/lid	\$23.00	\$1.00	\$5.00
<i>Traditional</i> 9" pie pan/lid	\$20.00	\$1.00	\$6.00
<i>Non-Stick Lasagna</i> 9x13" pan/lid	\$28.00	\$1.00	\$6.00
Doughmakers® 9x13" pan/lid	\$31.00	\$1.00	\$7.00
Doughmakers® 9x9" pan/lid	\$30.00	\$1.00	\$7.00
Maple cutting board	\$19.00	\$1.00	\$5.00
Large glass cutting boards (7 designs)	\$19.00	\$1.00	\$6.00
Small recipe box	\$24.00	\$1.00	\$6.00
Large recipe box	\$27.00	\$1.00	\$6.00
Small photo frame	\$15.00	\$1.00	\$4.00
Large photo frame	\$21.00	\$1.00	\$6.00
Personalized wood handled utensil set (4 piece set)	\$11.00	\$1.00	\$4.00
Personalized solid Beechwood utensil set (5 piece set)	\$14.00	\$1.00	\$5.00
9x13" Lid-only for <i>Traditional</i> and Doughmakers	\$16.00	\$1.00	\$2.00
9x13" lid-only for <i>Original</i> pan	\$16.00	\$1.00	\$2.00
9x9" Lid-only (fits both pan styles)	\$15.00	\$1.00	\$2.00
9" pie pan lid-only (fits our <i>Traditional</i> pie pan only)	\$15.00	\$1.00	\$2.00
8x8" Oak cutting boards	\$5.00	\$1.00	\$4.00
Stoneware coffee mugs	\$8.00	\$1.00	\$4.00

**Notes:**

1. Fundraisers shipping to Alaska will be charged \$2.00 per item. Fundraisers shipping to Hawaii will be charged \$3.00 per item.
2. We use UPS or Spee-Dee Delivery for standard shipping. These methods will take between 1 and 5 business days to reach you, depending on how far you live from WI.
3. USPS Priority Mail may be used for HI and AK orders.
4. You can elect expedited shipping options such as 2<sup>nd</sup> Day Air, or Next Day Air. Just call us and we will be happy to give you a quote.

Please remember that the recommended fundraiser prices have been developed and tested by our own retail sales efforts. They have been successfully verified by our fundraiser partners too. In every case, your customers will be able to buy our products from you less expensively than they can buy them from us directly (retail price plus shipping cost).

In addition to the fundraiser price breaks above, we are offering volume rebates for our fundraiser partners:

- \$25 rebate when you sell 50 total items
- Additional \$25 rebate when you sell 100 total items (**\$50 total rebate**)
- Additional \$50 rebate when you sell 200 total items (**\$100 total rebate**)
- Additional \$75 rebate when you sell 300 total items (**\$175 total rebate**)
- Additional \$75 rebate when you sell 400 total items (**\$250 total rebate**)
- Additional \$75 rebate when you sell 500 total items (**\$325 total rebate**)

All items in our programs count towards these rebates – not just cake pans!

**Each organization is responsible for:**

- **collecting individual orders and monies**
- **consolidating orders onto master order forms**
- **ensuring the personalization requests are correct and legible**
- **making a single payment to Adept Engraving LLC (one check or credit card number per master order)**
- **delivering individual orders to customers (we ship all items to a single address)**

For 2008 we are again running individual fundraisers on a **calendar year basis**. This means that if you run a fundraiser in the spring and then again in the fall, we will combine your spring & fall volumes to compute your refunds. This has worked very well in the past and we are happy to continue it. **All fundraisers end with the calendar year!** We will allow a single “clean-up” order in January 2009 at the 2008 prices and terms to help you deal with any last minute orders.

We strongly encourage multiple order submissions. When you get your first 25 orders, send them to us and we will turn them around immediately. Watch your sales explode when customers see the items arrive! **The only thing we must require to give the deeply discounted fundraiser shipping rate for multiple order submissions is that the first order be at least 25 items and subsequent orders be in batches of 8 minimum.** If you order fewer than 8 items at one time, we will charge you whatever our actual shipping cost is, rather than the discounted fundraiser shipping cost.

**When Errors Occur**

In the personalized gift business, every product is unique. Mistakes can and will happen. When we make a mistake, we will cheerfully replace the item at no cost to you whatsoever. If you make a mistake, we remake the item for you at a 20% discount off of the normal fundraiser price.

### **Our Guarantee**

You take no risks with Adept Engraving LLC and That's My Pan!®. It is our policy to offer a no questions asked, 100% satisfaction guarantee. We will always stand by our products.

### **Our Company**

Adept Engraving LLC is the parent company of That's My Pan!®, Trophies+, and That's My Family Tree all located in Chippewa Falls, Wisconsin. We are a family owned and run business and a member of the Better Business Bureau. We proudly offer beautiful and valued personalized gifts, made in Wisconsin, USA.

We encourage you to call for additional details at 1-800-332-2707. You may also visit our web sites at [www.thatsmypan.com](http://www.thatsmypan.com), [www.adeptfundraising.com](http://www.adeptfundraising.com), [www.thatsmyfamilytree.com](http://www.thatsmyfamilytree.com), and [www.trophies-plus.com](http://www.trophies-plus.com).

