

**See's**  
**CANDIES**<sup>®</sup>

**See's Candies Fundraising**

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# CAHHS Outline

- See's Candies Company Status
- Virtual Fundraising with “Yum-Raising”
- Holiday Pre-Sales
- Gift Shop Sales
- Questions & Answers



the Sweet Benefits of  
See's Fundraising

# All See's Candies Shops Reopened

- Over 200 Stores (Mainly Western US)
- Historic Closures
- Closed Before Easter
- Open with COVID-precautions
  - Floor Decals
  - Masks/Sanitizer
  - Limited Customers
  - Reduced Hours
  - Cleaning Protocols



# Candy Kitchens Reopened

- Both Kitchens Reopened in Mid-Summer
- San Francisco and Los Angeles
- Lollypop Factory in Burlingame, CA
- See's Trivia – “We Love Lucy”



# Winter 2020 Fundraising Programs



The logo for See's Candies, featuring the brand name in white text on a black oval background. The word "See's" is in a script font, and "CANDIES" is in a bold, sans-serif font with a registered trademark symbol.

**See's**  
**CANDIES**

Text centered in a white rectangular area with a gold border, set against a black and white checkerboard background. The text is in a bold, sans-serif font.

**YUM-RAISING.com**  
**Virtual Fundraising**

# It's easy as...

1

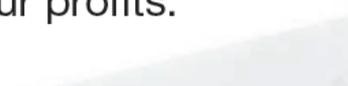
Set up  
your online shop.

2

Share the link with  
friends and family.

3

Watch the sales  
come in and collect  
your profits.



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Yum

Yum

Yum

Yum-Raising

Virtual Fundraising  
is a few clicks away!

Visit [www.yumraising.com](http://www.yumraising.com)

Everything is contact-free and paperless from start to finish. Earn money from anywhere with your own online storefront. Simply share a link and your treats are shipped directly.

# Tips to Get Started

## “Steps” to help setup your personalized See’s Candies Storefront:

- Log into your existing account on Yumraising.com
- First time on YUM-RAISING? Complete the information above “Get Started”

Returning Yum-Raisers

Email Address

Password

**LOG IN**

[Forgot password?](#)

New to Yum-Raising?

Email Address

First Name  Last Name

Password  Confirm Password

Password strength

ZIP Code

**GET STARTED**

# Tips to Get Started

## “Steps” to help setup your personalized See’s Candies Storefront:

- Under Find/Set Up your Storefront, create your storefront by naming your organization and then select “**Submit**”
- Complete Storefront Details: Choose a fundraising program, create a storefront name, select your start and end date of your Fundraiser
- If you require a different name on your check, please check the box and fill out the field
- Select “**Save and Continue**” when your storefront details are complete

Storefront

› Find or Set Up

### Find or Set Up Your Storefront

Create a Storefront  
Find your organization to get started:

### Storefront Details

Season:

Storefront Name:

Name will appear on your Storefront

Profit Goal:

Dollars

Dates:

Start Date End Date

Profit Check: sees candies  
c/o Amanda Maat  
 Please check if you require a different name on your check.

Organization: sees candies  
20600 S Alameda St  
Long Beach  
California  
90810-1105

# Tips to Get Started

- Next, select which See's products you would like to sell in the Storefront Design.
- If there are items you would like to eliminate from list, hit the "X" on the top right-hand corner.
- See's does suggest a selling price, you can increase this dollar amount to meet your profit goals, however you cannot sell below suggested retail price.
- Once you have completed designing your storefront please press "Save and continue".

## Storefront Design

Drag and drop the products below to arrange your storefront. Set the selling price for each item in the field provided. Click on the "X" to remove an item. You can still add or remove items after opening your store, but any set pricing will be locked in.

Product	Retail Price	Your Selling Price	Cost	Profit
Assorted Chocolates (1 lb)	\$23.50	\$23.50	\$18.80	\$4.70 (20.00%)
Assorted Chocolates (2 lb)	\$45.00	\$45.00	\$36.00	\$9.00 (20.00%)
Milk Chocolates (1 lb)	\$23.50	\$23.50	\$18.80	\$4.70 (20.00%)

Product	Retail Price	Your Selling Price	Cost	Profit
See's Awesome <sup>®</sup> Peanut Brittle Bars (8 oz)	\$13.00	\$13.00	\$10.40	\$2.60 (20.00%)
See's Awesome <sup>®</sup> Nut & Chew Bars (12 oz)	\$13.00	\$13.00	\$10.40	\$2.60 (20.00%)
Peanut Brittle (1 lb 8 oz)	\$23.25	\$23.25	\$18.60	\$4.65 (20.00%)

SAVE & CONTINUE

### Removed Items

Click "ADD" to return an item to your shop.

# Tips to Get Started

- A Pop-up will appear asking if you want to invite helpers. **“Helpers”** will help promote the storefront, track sales and help expand your network of supporters on social media.
- You can add **“Helpers”** by importing a contact list or adding names and email addresses manually.
- If you do not need to track sales. You do not need to have Helpers. You can simply **“X”** out of the Helpers pop up.
- See’s Candies YUM-RAISING Department will review your storefront and once its approved, you will receive an email with instructions on how to start marketing your fundraising store.

## Storefront Design

Drag and drop the products below to arrange your storefront. Set the selling price for each item in the field provided. Click on ti can still add or remove items after opening your store, but any set pricing will be locked in.

Your Yum-Raising storefront has been updated. [Click here](#) to invite your helpers.

Assorted Chocolates (1 lb)  
Detail Price: \$22.50

2 layers of chocolate  
Assorted Chocolates (2 lb)  
Detail Price: \$45.00

Mini Bells & Holly Assortment (4 oz)  
Detail Price: \$9.00

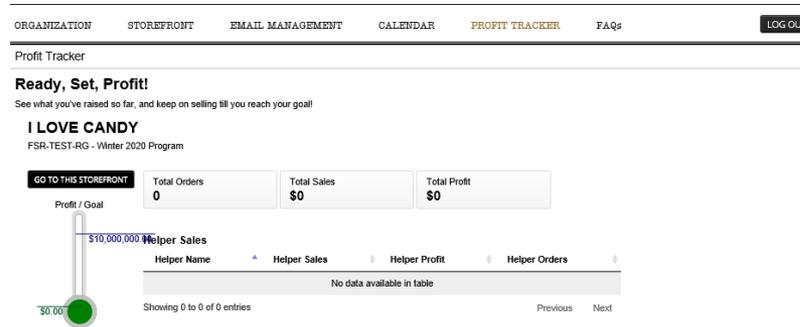
# How to Access Your Shop Link

- Once your event has been approved, sign in to your Yumraising account.
- Select the “**Calendar**” tab
- Select the **green link**
- A pop-up screen with your storefront link will appear.
- Copy and paste the link into your web browser to view your storefront

The screenshot displays the Yumraising platform's navigation menu at the top, including 'ORGANIZATION', 'STOREFRONT', 'EMAIL MANAGEMENT', 'CALENDAR', 'PROFIT TRACKER', and 'FAQs'. The 'CALENDAR' tab is selected. Below the navigation, the 'Calendar' section is titled 'September 2020' and includes a 'today' button and navigation arrows. The calendar grid shows dates from 30 to 5. A green bar highlights the date 18th, labeled 'See's Candy Eureka Storefront'. A pop-up window is open over this date, titled 'See's Candy Eureka Storefront' with a close button (X). The pop-up content includes: 'See's Candy Eureka Storefront', 'Tuesday, February 18th, 2020', 'End Date: 12/25/2020', 'Storefront Status: Active', 'Goal: 100000', 'Total Profit: 0', 'Total Sales: 0', 'Total Orders: 0', and 'Storefront Link: [https://www.yumraising.com/secure/sees\\_sees\\_candy\\_eureka85/candy?h=WanWah1077](https://www.yumraising.com/secure/sees_sees_candy_eureka85/candy?h=WanWah1077)'. A 'CLOSE' button is located at the bottom right of the pop-up.

# How to Market Your Event

- You can begin marketing your event through social media or emails.
- Select **“Storefront”**, choose the Yumraising event and enter **“Submit”**. Or select **“Go To This Storefront”**.
- Select the **“Marketing”** tab on the left hand side.
- Drag any of the icons under steps 1-3 to the calendar to populate the link to your storefront.
- Copy and paste the link on to any social media outlet.



The screenshot shows the 'Marketing' section of the dashboard. The navigation tabs are the same as in the previous screenshot. The left sidebar has 'Find or Set Up', 'Storefront Details', 'Marketing', 'Marketing Results', and 'Orders'. The main content area is titled 'Marketing' and includes the instruction 'Spread the word! Send your storefront link to friends, family and other supporters through email or social media. Let them know how much the profits will mean to your organization.' There are tabs for 'Social Media' and 'Email'. Below this, there are instructions for 'Link to Your Storefront on Social Media' and a list of steps: 1. Drag an icon onto the day you want to post. This will generate a custom link. 2. Copy the link and log in. 3. Paste the link into your post. There are icons for Facebook, Twitter, and Email. A calendar is displayed below, with a popup window titled 'Your Link Is Ready' overlaid on it. The popup contains the text 'Post this link to your social media page on the date you selected:' and a URL: 'https://www.yumraising.com/secure/fsrrestrg\_i\_love\_candy/25/candy/?hwOU\_ORDERID=1&hw=095625'. The calendar shows dates from Sunday to Saturday, with the 17th highlighted.

# How to Market Your Event (cont.)

- You can also use our email templates to help spread the word.

- Visit the “Marketing” tab and select “Email”.

- Browse the templates and send an email to your groups.

Storefront : Support Mental Health!

Find or Set Up  
Storefront Details  
Storefront Design  
Helpers  
Marketing  
Marketing Results  
Orders

**Marketing**

Spread the word! Send your storefront link to friends, family and other supporters through email or social media. Let them know how much the profits will mean to your organization.

Social Media **Email**

Subject:

From:

Replies will go to the email address you used to log in.

Send To:

When:

Browse email templates < > and personalize



Make your  
day delicious!

Dear {customer name},

Treat yourself to the yummiest candy on earth, AND support our {event name} event at the same time!

{start link}Shop online here{end link} to help us reach our fundraising goals.

Here's to achieving sweet success!

[BROWSE OUR SHOP](#)

# Additional Questions or Concerns?

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Our YUM-RAISING Specialists are HAPPY to help answer any of your questions or concerns.

Contact Information:  
[yumraising@sees.com](mailto:yumraising@sees.com)  
1-877-599-7337



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**See's  
CANDIES®**

A gold-colored frame with a stepped, decorative border surrounding the central text area.

**Holiday Pre-Sales  
Traditional Fundraising**

# Winter 2020 Pre-Sell Flyer



## Assorted Chocolates

Milk and dark decadence.  
Delivered in seasonal wrap.

1 lb \$23.50 #50318

2 lb \$45.00 #50319

Profit: 20%

**See's CANDIES.**  
2020 Winter Fundraising

 <b>Assorted Chocolates</b> Milk and dark decadence. Delivered in seasonal wrap. 1 lb \$23.50 #50318 2 lb \$45.00 #50319	 <b>Milk Chocolates</b> Pure milk chocolate goodness. Delivered in seasonal wrap. 1 lb \$23.50 #50326	 <b>Dark Chocolates</b> A taste of cacao in every bite. Delivered in seasonal wrap. 1 lb \$23.50 #50330
 <b>Nuts &amp; Chews</b> Yummy, crunchy and chewy. Delivered in seasonal wrap. 1 lb \$23.50 #50334 2 lb \$45.00 #50335	 <b>Truffles</b> Wonderfully decadent and rich. 1 lb \$26.75 #902	 <b>Toffee-ettes®</b> Crunchy toffee, milk chocolate and almonds. 1 lb \$23.50 #316
 <b>Assorted Lollypops</b> Vanilla, Butterscotch, Oat5 Latté and Chocolate. Approximately 20 lollypops. 1 lb 5 oz \$21.90 #286	 <b>Peanut Brittle</b> Buttery, crunchy and irresistible. 1 lb 8 oz \$23.25 #355	 <b>Winter Wonderland Box</b> The ultimate stocking stuffer. 4 oz \$8.00 #9722
 <b>Assorted Peppermints</b> Creamy mint treats in milk and dark chocolate. 8 oz \$11.75 #356	 <b>Assorted Molasses Chips</b> Crispy wafers covered in milk and dark chocolate. 8 oz \$11.75 #360	 <b>Mini Bells &amp; Holly Assortment</b> An irresistible treat. 4 oz \$8.00 #9717

5184-7 / 76184 OR/20



## Winter Wonderland Box

The ultimate stocking stuffer.

4 oz \$8.00 #9722

Profit: 50%

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**See's  
CANDIES®**

**Gift Shop Sales**

# Gift Shop Sales

- **Expanded Product Line**
  - **Sugar Free Candy**
  - **Cinnamon Lollypops and Little Pops**
  - **Over 16 Products Added**
- **New Profit Structure**
  - **20% or 50% off Retail**
  - **Additional Tiered Discounts**



Cinnamon Lollypops



# New Fundraising Profit Structure

Standard FR Product	50 % Profit Items	Retail Purchase	Benefits
20%	50%	Structure \$500 - \$1,999	<ul style="list-style-type: none"> <li>• Profit applied to transaction total (excluding shipping &amp; tax where applicable)</li> <li>• Includes-                             <ul style="list-style-type: none"> <li>• Free shipping to one address</li> <li>• Exclusive loyalty tier</li> <li>• 10% loyalty savings on all purchases annually</li> </ul> </li> <li>• Gift cards not eligible for tiered savings</li> </ul>
Additional 5% Profit		\$2,000 - \$9,999	
Additional 10% Profit		\$10,000 or More	

# Field Sales Rep Locator @ sees.com

We're here to help.

Service is our specialty (after candy, of course).  
Your dedicated representative is happy to answer  
any questions and make the entire process easy.



To get started, find your Fundraising Representative at [sees.com/FindARep](https://sees.com/FindARep)  
Visit [sees.com/fundraising](https://sees.com/fundraising) for details.

*Thank You*

**See's<sup>®</sup>  
CANDIES**

NET WT. 5 OZ. (142g)





Questions  
&  
Answers