



## ***FUNDRAISING***



Thanks for your interest in Milwaukee Candle Co.'s Fundraising Program! Milwaukee Candle Co. wants to help you meet your fundraising goals. This packet contains all the information you need to get started and to make your fundraiser a success. We'll offer tips, a step-by-step guide, product descriptions, pricing, and more. But first, we'd like to introduce ourselves.

Milwaukee Candle Co. is a home fragrance company, based in Milwaukee, WI, with our production facility and candle bar located in the warehouse district of Walkers Point. Milwaukee Candles are manufactured by hand using all-natural soy wax, and fine essential oils and fragrance oils.

This company was created to address two things that we really care about; local goods and our city, Milwaukee. The vision of our business, outside of creating the greatest candles ever, is to create a presence in our city that fosters community and pours itself back into the community.

Milwaukee Candle Co. takes pride in the fact that we handcraft eco-friendly candles from an American grown, renewable product (soy wax). Our candles & fragrances do NOT contain any parabens, ammonia, chlorine or lauramide DEA & are pesticide-free.

Milwaukee Candle Co.'s friendly support team is ready to help you, and will be happy to answer your questions every step of the way. Now let's get you started...

# HOW TO GUIDE

## 1. GET STARTED

Contact us at (414) 250-7572 or [hello@milwaukee-candle.com](mailto:hello@milwaukee-candle.com) and work with us to schedule your pickup date and time. Please keep in mind that we can only process up to three fundraisers per day during holidays. Plan ahead by setting your pickup date early.

## 2. TIMELINE

Set a timeline for your students or volunteers to complete their fundraising efforts. We suggest a limit of no more than two weeks.

## 3. CHOOSE YOUR PRODUCTS

Choose the candles you would like to use in your fundraiser from those listed in this packet (pg. 3, 4 & 5). You may only sell the candles listed on this sheet. Decide on a price to charge your customers for each item.

## 4. DISTRIBUTE FORMS

Distribute copies of the order form to each student or volunteer who will be fundraising.

## 5. START FUNDRAISING!

Make sure students or volunteers are collecting money as the customers place their orders. Checks from individual customers should be made out to your group or school. Completed order forms and money should be turned in to the fundraiser organizer (you) just after the fundraiser has ended, on a designated due date.

## 6. PLACE FINAL ORDER

Call or email ([hello@milwaukee-candle.com](mailto:hello@milwaukee-candle.com)) to place your final order and arrange for payment. Please note we ask you to meet a minimum of \$200 for your final order, and we ask for one payment via check.

## 7. ARRANGE PICKUP

Make final arrangements for pickup times with one of our candle crew members. We will need a minimum of one week to prepare your order, so please plan accordingly and note that this timeline may change during our busy holiday season.

## 8. PICKUP

Pick up your order on the scheduled date at 524 S. 2nd St. Fl. 2, Milwaukee, WI 53204. Press the buzzer for 2nd floor next to the red door. Pay for your order, and then distribute the products to your students or volunteers for them to pass out to customers.

### NEED ANYTHING ELSE?

Call us at (414) 250-7572 or  
email [hello@milwaukee-candle.com](mailto:hello@milwaukee-candle.com)

# CANDLES

## HOMETOWN COLLECTION



### BRADFORD BEACH (ON A GOOD DAY)

6oz - \$15 // 12.25oz - \$30

This scent perfects the smell you would take in at Bradford on a good day. The scent begins with top notes of dune grass and daisy petals; followed by middle notes of clove leaf and gardenia bloom; sitting on base notes of sunscreen, amber sands, and sheer musk.



### LAKE PARK BREEZE

6oz - \$15 // 12.25oz - \$30

Like a peaceful stroll through Lake Park in Milwaukee, WI on a sunny day, this scent captures the essence of summer florals misted with the refreshing scent of Lake Michigan air and ripe succulent melon.



### JAZZMINE IN THE PARK

6oz - \$15 // 12.25oz - \$30

Inspired by Milwaukee's favorite, free, outdoor summer music series, this lux scent combines Jasmine flowers, musk, and sandalwood. We made this unisex scent to bring us back to those warm summer nights hanging out in Cathedral Square, Milwaukee.



### THIRD WARD JAVA DARK CHOCOLATE

6oz - \$15 // 12.25oz - \$30

The Third Ward in Milwaukee brings about many feelings and scents. When we think of Third Ward, we think chocolate and coffee. This scent is a representation of that nostalgia.



### BRADY STREET DAZE

6oz - \$15 // 12.25oz - \$30

Inspired by 60's era Brady Street combined with the annual eclectic, colorful Brady Street Day's Festival. Notes of nag champa, dragon's blood, and patchouli combine to create this heady, relaxing fragrance. It's slightly sweet, with a strong woody element.



### STATE FAIR

6oz - \$15 // 12.25oz - \$30

The State Fair is held in Milwaukee each year at the State Fair grounds. Many aromas fill the air during this event, and with this fragrance we took on a replication of the delicious and savory smells around the strudel and elephant ear tent. Top notes contain cinnamon; middle notes contain sweet sugar, all on a base of smooth vanilla.

# CANDLES

## ESSENTIAL COLLECTION



### **BLOOD ORANGE + MAHOGANY**

9oz - \$20.00

Top notes of fresh mahogany, blood orange, and red pepper with mid notes of Clary Sage Absolute and cognac on a base of bourbon vanilla, golden amber, tonka bean, and sandalwood.



### **SPRUCE + CEDAR**

9oz - \$20.00

Our Spruce + Cedar begins with light, bright citrus notes followed slowly by base notes of moss, pine needles, and a dash of nostalgia.



### **OAKMOSS + EUCALYPTUS**

9oz - \$20.00

Inspired by late nights and early mornings. Forest-like, rich and earthy aromas leave a natural, damp, and soft trail to the genuine "scent of the wet forest".



### **MACINTOSH + MAPLE**

9oz - \$20.00

A fall favorite that is a twist on the traditional apple fragrance. We start with fresh apples and blend in a touch of vanilla, maple, and a punch of smooth bourbon.



### **PUMPKIN + SAFFRON**

9oz - \$20.00

A true-to-life fragrance bursting with fresh pumpkin. Mouthwatering notes of butter, sugar, and spices complete this irresistible fragrance. This fragrance oil is infused with natural essential oils, including nutmeg and cinnamon leaf.

# CANDLES

## COLLABORATION COLLECTION



### WHISKEY OLD FASHIONED

8oz Custom Screen Printed Rocks Glass Candle w/ Kraft Box - \$20

Prepared in a reusable, custom screen printed rocks glass, this truly one-of-a-kind fragrance and glassware was inspired by the Old Fashioned served at Great Northern Distilling. The candle is infused with essential oils featuring notes of orange, cherry, maple, bitters and whiskey. Enjoy the warm essence of a Wisconsin supper club in your own home.



An exclusive collaboration with [Great Northern Distillery](#) based out of Plover, WI.

# **FUNDRAISING TIPS**

## **PRICING**

We recommend that you price the candles at our recommended prices (listed on Candle pages) to maximize your profit while keeping the prices realistic for your customers.

## **SET GOALS**

Set clear goals (such as 10 candles per person), define what you are setting out to accomplish, assign tasks to specific volunteers, and be sure to follow proper ordering instructions. All of this will ensure that your sale runs smoothly during preparation, fundraising, and distribution.

## **KEEP EVERYONE INFORMED**

Give everyone involved plenty of advance notice that a fundraiser is in the works. Be sure to keep participants well informed through letters, emails, phone calls, and conversation.

## **TIMELINE**

Set a realistic timeline. The most successful fundraisers seem to be run over a limited time period, such as two weeks. Following your fundraising efforts, allow Milwaukee Candle Company's candle crew a minimum of one week to fill your order, with a bit more time during our busy holiday season. Lastly, give your customers a good idea of when their orders should be delivered within one week to maintain communication and satisfaction.

## **HOLIDAYS**

Fundraisers scheduled during the holiday gift-giving season can be extremely successful. Your customers may already be searching for unique gifts to give. This is something to keep in mind when scheduling your campaign.

## **ADVERTISING**

Advertise your fundraising campaign! If people don't know about your efforts, they won't be able to support them! Approximately two weeks before your fundraiser begins, post announcements on local community boards and websites. Contact your supporters through email, newsletters, and mailings.

## **MOTIVATE YOUR VOLUNTEERS**

- The better your volunteers understand the fundraiser, the more successful they will be. Clearly explain how to take orders, collect money, and deliver items
- Provide incentives such as prizes, activities, or small rewards to keep people motivated. Get creative - incentives don't necessarily have to cost you money.
- Be appreciative and encouraging every step of the way by thanking your volunteers for their efforts and motivating them to do even more.
- Create friendly competition among your volunteers by providing a running tally of everyone's accomplishments.
- Remind participants that successful fundraising keeps their costs down, and allows your organization to continue to provide fun and enriching experiences.

## **DON'T FORGET**

After the fundraiser is over, there is still work to be done! Organize a team of parents, co-workers, and volunteers to sort orders and help distribute. Some groups have chosen to turn this activity into a fun, morning event over coffee, pastries, and fruit. This gathering not only gets the job done, but also provides an opportunity for folks to get to know one another.

**FUNDRAISING  
ORDER FORM**

NAME:	PHONE:	FORM DUE:
ORGANIZATION:	CHECKS PAYABLE TO:	
PICK-UP LOCATION:	PICK-UP DATE/TIME:	

PLEASE COLLECT ALL PAYMENTS AT TIME OF ORDER PLACEMENT.

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NAME		ADDRESS AND PHONE NUMBER		HOMETOWN COLLECTION (\$M/LG)		ESSENTIAL COLLECTION				COLLAB	AMOUNT DUE
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