

Dear Friends,

Thank you for your interest and support of our Holiday Fundraising Program for **2010!** Let **African American Expressions** partner with you and make the most of your fundraising efforts in helping you reach your goals. Our products have generated Millions in Revenue for schools, churches and various other organizations and individuals for over 19 years. Whether this is your first time ordering products, participating in our fundraising program, or even if you have partnered with us in the past – we welcome you!

Take your **AAE** catalog to work, church or school and pass it around! Share the catalog with family and friends! What could be easier? Don't hesitate – start selling today! We work with individuals and groups of all sizes.

Here are 3 easy Options to choose from:

Option 1 – Sell & Buy

Take pre-payment from your customers (family, friends, etc.) using our colorful sales catalogs. Sales catalogs can be purchased for \$.30 each. Once you have completed your sales drive, *combine all the orders from your sales catalogs and fill out the enclosed Fundraising order form*. After you have collected payment for your order simply total your order, including shipping and handling charges, and fax or mail it to us with payment in full. **Or place your order online at www.BLACK-GIFTS.com for priority processing. Please Note: To receive the Fundraising Discount, the subtotal of your orders from the sales catalogs should be at least \$330.00 before entering the information onto the Fundraising Form**

Option 2 – Buy & Sell

Purchase products of your choice and sell from your own inventory. Complete and total the enclosed **Fundraising** order form, *including shipping charges*, and fax or mail it to us with payment in full. **Or place your order online at www.BLACK-GIFTS.com for priority processing. The \$200.00 minimum order applies to this option and is based on the subtotal on the Fundraising form.**

Option 3 – Purchase At Retail Price

Purchase products of your choice for yourself or as gifts for others. Place orders online, via telephone, fax or **mail with payment in full** to our office. Retail prices are listed in the sales catalog or online; shipping rates and taxes apply (as listed below). **There is NO minimum order as a retail customer.**

Terms of sale: All orders **must be pre-paid by money order, cashier's check or credit card**. We accept Visa, MasterCard and American Express. ***Sorry, We DO NOT accept personal checks.*** Our product is 100% guaranteed to sell or we'll buy it back! Any leftover product can be returned to us by January 15, 2011 for a full refund, after January 15th, no dated product will be accepted for a refund and a 30% restocking fee will be applied to the return. For orders placed in January, you can return them within 45 days for a full refund, product returned between 45-90 days will be subject to a 30% restocking fee. Returns received after **90** days from original ship date will **NOT** be accepted and may be shipped back at the customer's expense. **All claims for damaged or missing items must be made within 5 working days of receipt of order (one claim per order please).** Products are subject to availability. *If an item sells out, we reserve the right to replace the item with a similar product without prior notice.*

GETTING STARTED IS AS EASY AS 1, 2, 3!

1. To ensure accurate entry of your order into our system, **please write legibly** and include your **customer ID number**. Fax or mail the **Fundraising** order form, **NOT** the sales order form from the middle of your catalog.
2. If you or your organization are **paying by credit card**, please write your **credit card number, expiration date, cardholder name, and signature** in the spaces provided on the Fundraising order form and fax to (916) 424-5053. If you or your organization are **paying by cashier's check or money order**, make sure **your name and customer ID number** are on your payment, and mail it with your Fundraising order form to: African American Expressions, Attn: Order Dept., 10266 Rockingham Dr. Ste 100, Sacramento, CA, 95827. ***Faxed orders are accepted with credit card payments only. After receipt of your order and payment, processing can take up to 72 hours prior to shipment.***
3. Orders are processed when we receive them **WITH** payment in full, then shipped and delivered within 2 weeks. ***Conveniently place your order online at our website: www.BLACK-GIFTS.com.***

Over...

2010 Holiday Fundraising Profit Guide

Calculating Shipping and Handling

- Your grand total is comprised of your order subtotal, plus shipping and handling costs. *Regular ground shipping is 9% or a minimum of \$5.00, whichever is greater.* For example, if your order subtotal came to \$200, multiply that x 9%, which = \$18 and your total order is \$218.00.
- The rate for our *3-day express shipping is 18% or a minimum of \$10.00, whichever is greater.* For example, if your order subtotal came to \$250, multiply that x 18%, which = \$45 and your total order is \$295. **3-day shipping is 3 business days AFTER your order has left our warehouse!**
- **California residents** pay 8.75% sales tax **plus** \$5.00 for shipping.
- Minimum shipping for customers in **Alaska and Hawaii** is *2-day Air at 24% or a minimum of \$25.00, whichever is greater.*
- **International Shipping:** Please call our office at **1.800.684.1555** for rates.
- Please note: **We do not ship to P.O. BOXES.**

**ALL PRODUCTS EARN 40% PROFIT OF SALE!!!
ADDITIONAL 5% BONUS FOR SALES OVER \$4,500**

PRODUCT	YOUR COST	SELLING PRICE	YOUR PROFIT
Address Books	\$5.40	\$9.00	\$3.60
All Occasion/Boxed	\$6.00	\$10.00	\$4.00
All Occasion Assortments Boxed	\$9.00	\$15.00	\$6.00
Art Plaques / Stone Plaques	\$12.00	\$20.00	\$8.00
Bible/Book Organizers	\$14.40	\$24.00	\$9.60
Bookmark Assortments	\$5.40	\$9.00	\$3.60
Calendars	\$8.40 - \$9.00	\$14.00 - \$15.00	\$5.60 - \$6.00
Cards - Holiday	\$6.60 - \$7.20	\$11.00 - \$12.00	\$4.40 - \$4.80
Christmas Decorations	\$7.20 - \$12.00	\$12.00 - \$20.00	\$4.80 - \$8.00
Figurines	\$14.40 - \$21.00	\$24.00 - \$35.00	\$9.60 - \$14.00
Glass Photo Frames	\$4.80 - \$12.00	\$8.00 - \$20.00	\$3.20 - \$8.00
Glass Plates	\$12.00	\$20.00	\$8.00
Invitation / Thank You Cards	\$3.00	\$5.00	\$2.00
Journals	\$6.60	\$11.00	\$4.40
Luxury Tote Bags	\$28.80	\$48.00	\$19.20
Magnet Sets	\$6.00	\$10.00	\$4.00
Magnetic Note Pads	\$3.00	\$5.00	\$2.00
Planners	\$3.00	\$5.00	\$2.00
Sister Friend Note Card Assortment	\$7.20	\$12.00	\$4.80

Minimum Order \$200.00 (at the discounted Fundraising rate)

Additional Shipping & Handling charges apply.

**Visa, MasterCard, American Express, Cashier's Check or Money Orders accepted
(Sorry, NO personal checks) Fax or Mail your Order Form today OR place your order
online at **www.black-gifts.com** to start earning \$\$\$!**

**African American Expressions
A Black Owned Company**

Peace & Blessings,



Gregory Perkins
President