

Dear Friends,

Thank you for your interest and support of our Black History Fundraising Program for **2012!** Let **African American Expressions** partner with you and make the most of your fundraising efforts and help you reach your goals. Our products have generated thousands of dollars for schools, churches and various other organizations and individuals for over 21 years. If this is your first time ordering, participating in our fundraising program or even if you have partnered with us in the past – we welcome you!

Take your African American Expressions 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 \$.35 each. Once you have completed your sales drive, *combine all the orders from your sales catalogs and fill out the enclosed yellow order form.* **The \$200.00 minimum order is based on the subtotal on the yellow fundraising form NOT the total money collected from your customers. If the \$200 minimum is not met the order will default to full RETAIL pricing!** After you have collected payment for your order simply total your order, including shipping charges, and fax or mail it to us with **payment in full.**

Option 2 – Buy & Sell

Purchase products of your choice and sell from your own inventory. Complete and total the enclosed **yellow fundraising** order form, *including shipping charges and tax if applicable*, and fax or mail it to us with **payment in full.** 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. ***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 within 45 days of original shipment 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** only 1 missing items claim allowed per invoice. Products are subject to availability. *If an item sells out, we reserve the right to replace the item with a similar product.*

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 **yellow** 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 yellow 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 yellow order form to: African American Expressions, Attn: Order Dept., 10266 Rockingham Dr. Ste 100, Sacramento, CA, 95827. ***Faxed orders and orders taken over the phone 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. **Place your order online at our website: www.black-gifts.com , and receive priority processing.**

Over...

2012 Black History Fundraising Profit Guide

Calculating Shipping and Handling – SEE CHART ON BACK OF YELLOW FUNDRAISING FORM

- Your grand total is comprised of your order subtotal, plus **shipping and handling costs based on the shipping chart printed on the back side of the Yellow Fundraising form.** Regular ground shipping is charged based on the order total according to the chart or a minimum of \$6.00, whichever is greater. For example, if your order subtotal came to \$200, add the shipping rate which = \$20 and your total order is \$220.00.
- The rate for our 3-day express shipping is charged based on the order total according to the chart or a minimum of \$12.00, whichever is greater. For example, if your order subtotal came to \$250, add the shipping rate which = \$47.50 and your total order is \$297.50. **3-day shipping is 3 business days AFTER your order has left our warehouse!**
- **California residents** pay 7.75% sales tax **plus** \$6.00 for shipping on all orders except for expedited shipping.
- Minimum shipping for customers in **Alaska and Hawaii** is 2-day Air based on the order total according to the chart or a minimum of \$27.00, whichever is greater.
- **International and Military Shipping:** Please call our office **1.800.684.1555** for rates. If an order is placed online, we will automatically add the required shipping charge, without notice.
- Please note: We **do not ship to P.O. BOXES.**

**ALL PRODUCTS EARN 40% PROFIT OF SALE!!!
ADDITIONAL 5% BONUS FOR SALES OVER \$4,500.00**

PRODUCT	SELLING PRICE	Less YOUR COST	=YOUR PROFIT
All Occasion Assortments Boxed	\$15.00	\$9.00	\$6.00
Bible/Book Organizers	\$24.00	\$14.40	\$9.60
Bookmark Assortments	\$9.00	\$5.40	\$3.60
Calendars	\$14.00-\$15.00	\$8.40-\$9.00	\$5.60-\$6.00
Checkbook Planners	\$5.00	\$3.00	\$2.00
Clocks	\$20.00	\$12.00	\$8.00
Crosses	\$8.00	\$4.80	\$3.20
Figurines	\$24.00-\$35.00	\$14.40-\$21.00	\$9.60-\$14.00
Handmade Card Set	\$12.00	\$7.20	\$4.80
Hand Bags	\$24.00	\$14.40	\$9.60
Journals	\$11.00	\$6.60	\$4.40
Magnetic Note Pads	\$5.00	\$3.00	\$2.00
Magnet Sets	\$10.00	\$6.00	\$4.00
Metal Art	\$70.00-\$76.00	\$42.00-\$45.60	\$28.00-\$30.40
Mugs	\$10.00	\$6.00	\$4.00

Minimum Order \$200.00 (fundraising form) - 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

On-line at **www.black-gifts.com** to start earning \$\$\$

African American Expressions
A Black Owned Company

Peace & Blessings,



Gregory Perkins
President