

THE TAILS



THE BEST FUNDRAISER EVER!

RAISE MORE MONEY AND HELP CHILDREN BECOME BETTER READERS WITH THE X-TAILS FUNDRAISING PROGRAM



The X-tails Book Fundraiser is a Canada-wide fundraising program. We help children become better readers and develop a lifelong love for books.

What percentage of the funds raised from other fundraisers does your school or community group typically get to keep? **5%? 10%?**

Fundraising with the X-tails allows you to **keep 40% of the total fundraising sales**. And the best part? We make it EASY and FUN to run this fundraiser!

THE BEST FUNDRAISER EVER

Parents and families are burnt out with the typical fundraisers. Selling Poinsettias at Christmas, chocolates at Easter and cookie dough in the autumn has been done over and over again.

Parents, grandparents and families want to support their children, and your school or community group, so **give them a fundraiser to get EXCITED about!**

Each of the X-tails books is full of action, funny, and has a positive message. With themes like inclusion, sportsmanship, and bullying, the X-tails books continue to grow in popularity with kids and families.

It's easy for people to give when they're buying something that their children and grandchildren will benefit from.



WHAT KIND OF SCHOOLS AND GROUPS USE THE X-TAILS BOOK FUNDRAISER?

- ✓ **Pre-school, Nursery Schools and Daycares**
- ✓ **Public & Private Elementary Schools Parent Advisory Committees**
- ✓ **Community Groups & Neighbourhoods**
- ✓ **Churches**



WHAT GOALS ARE SCHOOLS AND GROUPS FUNDRAISING FOR?

- ✓ **School Field Trips**
- ✓ **Sports Equipment**
- ✓ **Playground Equipment**
- ✓ **Extra-Curricular Activities**
- ✓ **Outings and Travel**
- ✓ **Musical Instruments**
- ✓ **General Purpose Fundraising**
- ✓ **Supporting Charitable Organizations**



HOW IT WORKS

1. Designate a **Fundraising Program Organizer** - one person responsible for distributing and gathering order forms.
2. Fundraising Program Organizer **downloads online order forms and distributes to all students and participants.**
3. We give you tools to help you **maximize your fundraising efforts.**
4. **Parents and families complete order form** and return to school along with payment.
5. Fundraising Program Organizer **keeps funds submitted and mails order forms to X-tails.**
6. Fundraising Program Organizer will **receive invoice for total amount minus 40%** (which the school or organization keeps).
7. Fundraising Program Organizer **submits payment.**
8. **Order is shipped to the school or organization.** Each order is packaged in its own envelope with the student or community group member's name on it. Please allow up to 2 weeks for delivery.
9. Fundraising Program Organizer (and volunteers) **distributes orders.**

