



SCHOOL FUND RAISING PROGRAM INFORMATION



Hi

We are offering the DVDs to Christian schools to be used as a fund raising tool. As the distributor of the Narnia DVD into the Christian community in Australia, we are able to do this by giving the school the retail margin. You would therefore purchase the DVDs from us at the wholesale buy price and sell them at a price decided by you. As a guide, here are some figures...

Recommended Retail Price	\$39.95 inc gst
Wholesale buy price	\$29.95 inc gst
Margin per sale	\$10.00 inc gst
Minimum quantity per order	8 DVDs
Freight charges	\$0

We provide you with an order form which gets either faxed or emailed through to our office. As we are offering the retail margin, we aren't in a position to carry trading accounts so we need all orders to be paid for in advance. We offer credit card purchasing plus you are also able to send through a direct deposit. All of the relevant information will be on the order form.

There are also tools available to help you promote the sale of the DVD through your school. These include newsletter ads, logos and images from the film. These can be found at www.narnia.net.au/schools.php.

There is a great deal of interest in this DVD release. It is our hope that your ability to communicate this concept with your community combined with our support to supply you the DVDs at a wholesale price will create a successful fund raising campaign for your school.

From here it is just a matter of deciding how you want to move forward with this opportunity, promoting the concept within your community and placing orders for the DVDs. Please keep in mind that it is up to you how you utilize the \$10 margin. You can sell the DVDs at WHATEVER price you decide. A school involved in the fund raising campaign has decided to sell the DVDs at \$34.95 and make \$5 per sale in the hope that they will sell a higher quantity. This decision is yours to make.

We look forward to hearing from you.

All the best.....HERITAGE HM



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Go to www.narnia.net.au for school resources

