



Thank you for your interest in using Baywash Stoughton Car Wash as a fundraising possibility for your group.

Baywash Stoughton Car Wash offers two programs for fundraising for NON-PROFIT groups:

- 1) Selling car wash tokens; or
- 2) Having an event at the car wash.

This information packet will explain the two programs that are available as well as provide tips to assist you in your fundraising efforts. Also enclosed are applications and agreements for both programs.

Please review the enclosed materials and if you have any questions, please feel free to call Lori Irmen at (608)884-6426 or e-mail at [carwash@baywashstoughton.com](mailto:carwash@baywashstoughton.com).

We look forward to working with your group.

Sincerely,

Lori & Barry Irmen, Owners  
Baywash Stoughton Car Wash



## TOKEN SALE PROGRAM

### How it Works

Baywash Stoughton Car Wash sells tokens for both the automatic and self-serve car wash services. We sell these tokens to your group at low discount prices and in turn, your group sells them to the public.

### Who Qualifies

- Schools
- Community Projects
- Church and Synagogue Groups
- Local Service Clubs
- Athletic Teams
- Any Non Profit Organization

### How Your Organization Benefits

- No order taking.
- No time consuming call backs to deliver merchandise.
- You'll be offering a quality product. Everyone loves a clean car!
- You'll give your contributors something of real value for their contributions.
- No monetary risk. If you do not sell all of the tokens during your sale month, return them for a reimbursement. Also, if you sell more tokens than anticipated, you can purchase more during the month.

### Program Restrictions

- Tokens may NOT be sold on the premises of Baywash Stoughton Car Wash.
- Use of the program is restricted to one sale month per year, per non profit organization.

### How Much Can You Make?

We sell you automatic car wash tokens for our best wash (\$9.00 value) for \$5.00 each, earning your group \$4.00 on each token sold. For example, sell 100 Automatic Car Washes- Earn \$400.

We sell you self-serve car wash tokens (\$2.50 value) for \$2.00, earning your group \$.50 on each token sold. For example, sell 100 Self-Serve tokens – Earn \$50.

For your information, here is the Baywash Stoughton Car Wash pricing schedule that might assist you in determining what prices you want to sell the tokens for. You are not allowed to sell the tokens for more than the full price.

	FULL PRICE	EVERYDAY DISCOUNT PRICE	SALE PRICE
<b>AUTO</b>			
SINGLE	\$9.00	\$9.00	\$9.00
4 PK	\$36.00	\$29.00	\$25.00
20 PK	\$180.00	\$144.00	\$124.00
<b>SELF-SERVE</b>			
SINGLE	\$2.50	\$2.50	\$2.50
6 PK	\$15.00	\$14.00	\$12.00
30 PK	\$75.00	\$67.00	\$57.00

Notice: Car wash prices and token values are subject to change without notice.

### How To Get Started

- Decide when you would like to run your fundraising program. We give you one month to sell your tokens.
- Decide which wash your group wants to sell (Automatic, Self-Serve or some of both) and how many tokens of each type. Pre-payment for tokens are required. At the end of the month, unsold tokens can be returned for reimbursement within 15 days of the month's end.
- Complete the Fundraising Application and Agreement. Return them along a check for the tokens. If your application is not approved for any reason, the check will be returned to you.



## EVENT PROGRAM

### How it Works

Baywash Stoughton Car Wash will donate proceeds from our self-serve bays to your organization for a particular date. Your group will keep 50% of the money collected in the three self-serve bays for that day. It is expected that representatives from your group will be on site throughout the day.

### Who Qualifies

- Schools
- Community Projects
- Church and Synagogue Groups
- Local Service Clubs
- Athletic Teams
- Any Non Profit Organization

### How Your Organization Benefits

- No order taking.
- No time consuming call backs to deliver merchandise.
- You'll be offering a quality product. Everyone loves a clean car!
- You'll give your contributors something of real value for their contributions.
- No monetary risk.

### Program Restrictions

- Use of the program is restricted to one event per year, per non profit organization. One rain date will be designated in the event of inclement weather.
- The program is available from April to October. However, only one fundraising event per month is allowed (not including the one rain date).
- Tokens redeemed for services on that date do not have any donation value.

### How Much Can You Make?

In addition to 50% of the proceeds that customers are paying for the car wash, here are some ideas that your group might consider to increase revenues:

- Have organization members on site for a designated period of time to offer additional services for additional donations, such as mopping or drying cars. Please keep in mind that adult supervision is required if minors are involved in the event. One adult is needed for every 4 minors.
- If you are going to have members on site, consider doing a car wash pledge. Gather pledges for the number of cars you wash and your organization will be responsible for counting the cars and collecting the pledges. For example, if you receive a .25 pledge for each car washed and you wash 100 cars that would be \$25.00 from each person who pledged. You also could also give people the option to pledge a set amount instead of a per car pledge.
- Add a food stand.

Your organization is responsible for coordinating these additional activities and all proceeds will be retained by the organization.

### **How To Get Started**

- Decide when you would like to run your fundraising program.
- Complete the Fundraising Application and Agreement.

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## **Fundraising Tips for Your Success**

### **1. Organize your staff**

Your fundraising staff consists of participants, parents, volunteers, and anyone else who will be helping with your campaign. Participants need to know well in advance that the fundraiser is coming, and when fundraising with children, parents will need to be kept in the loop as well, so be sure to send letters home with full details, and your contact information.

Volunteers are your support staff, so use them well! Divide up the responsibilities and delegate to the people you feel are best suited to each role. If everyone knows his or her role beforehand, fundraising will go smoothly!

### **2. Plan your budget**

Articles on fundraising tips often miss this one, yet it's such an important step! Many programs require products to be purchased in advance, but not all of them.

### **3. Advertise your campaign**

People need to know about your fundraising campaign to support it, so be sure to start advertising well in advance. If you're planning an event that people will have to buy tickets for, start advertising about a month in advance. For fundraising sales, 2 weeks in advance should be enough.

Advertise with posters and flyers. Ask local business if you can put up posters in their windows and post flyers on community bulletin boards. Send emails and mailings to all your contacts, and tell everyone you know about your fundraiser. A great fundraising tip is to contact your local TV and radio stations, and your local newspaper. They will often include your fundraising information in their community news.

### **4. Motivate your group**

Be sure to keep you group motivated and excited with great incentives like prizes, fun activities and other rewards. When you set goals and rewards, your group members will be more excited about participating, and work harder to ensure the goals are met.

