

John's Crazy Socks Charity Fundraising Program



Welcome to the John's Crazy Socks Charity Fundraising Program

Thank you for participating in the John's Crazy Socks Charity Program. We are excited to work with you. We want this program to be easy, effective and fun.

We have three objectives:

- Provide you with an easy and effective way to raise funds.
- Provide you with a way to call attention to the work you do
- Spread some happiness.



This overview contains all the information you need to understand the program. We discuss the following:

- How the program works
- What we will provide you
- Why work with John's Crazy Socks
- How to get help

We want this program to be easy, effective and fun.

We will also provide a separate Marketing Guide to assist you.

We have worked hard to create a terrific fundraising program and we will constantly work to improve it. We appreciate your feedback so we can learn how to better support you and to better support other organizations in the future.

Thank you

John

John Cronin
Co-Founder and Chief Happiness officer

Mark X. Cronin
Co-Founder

John's Crazy Socks Charity Fundraising Program: How It Works



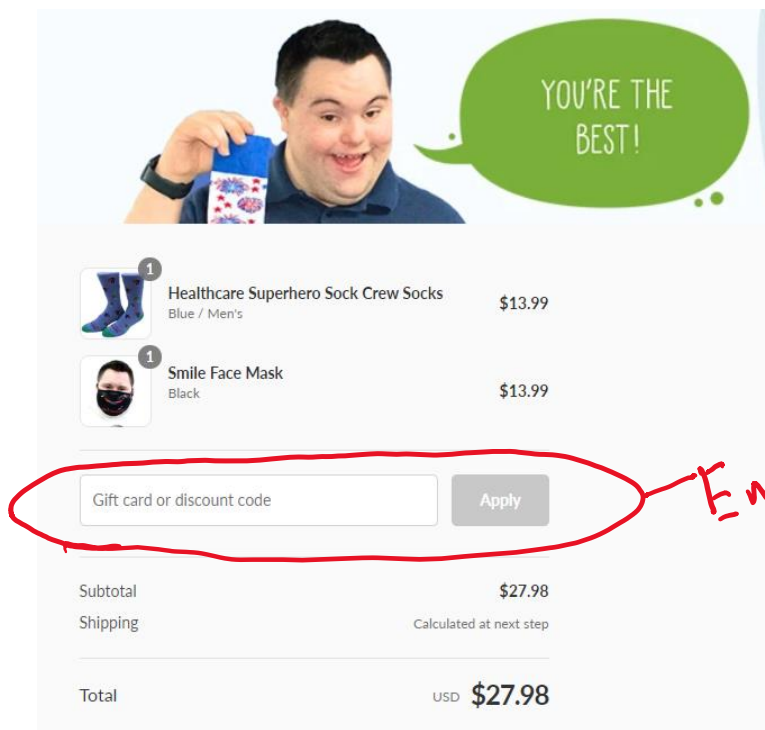
The mechanics of the program are built around the Charity Code we gave you. The Charity Code is a form of Discount Code in our store. There are three action steps:

- You ask your supporters and donors to use that code when making a purchase at John's Crazy Socks online store.
- Upon entering the code, the customer will receive a free gift – a Mystery Pair of Socks.
- Your organization will receive 10 percent of the net sales from that purchase.

The Charity Code

We identified the Charity Code in the cover letter with this package. A few notes on the Code:

- There is one code for your organization.
- The code can be used an unlimited number of times.
- Each customer can use the code an unlimited number of times.
- Our system only allows the use of one code, so no other discount codes can be used when applying your Charity Code.
- The Code and the Charity Fundraising Program **does not** apply to our Sock of the Month.
- The Code **does** apply to all items in our online store other than the Sock of the Month.



The Charity Code is valid only during agreed upon active days in your campaign. If your campaign runs from August 15 to October 15, the code must be used during those days.

The Free Gift

We provide each customer who uses the code a free gift. It will be a Mystery Sock. The free gift will be automatically added to the customer's shopping cart upon entering the code.

That actual Mystery Sock will constantly change so it is possible that a customer who orders more than once will get different socks and two customers ordering at the same time may get different socks.



There are no exchanges on the free gift. That said, if a customer is upset and really does not like the Mystery Sock and calls our office, we will replace that sock. Rules matter, but our mission of spreading happiness is the only rule that counts.

The Donation of Net Sales

Through the Charity Fundraising Program, we will donate 10 percent of net sales to your organization for every order using your Charity Code.

Net Sales = Gross Sales – Refunds – Charity Donations

- **Gross Sales:** To calculate the net sales, we start with the Gross Sale amount which is the amount paid for the items purchased. It does not include tax or shipping. If a customer buys a pair of \$15 socks and pays additional money for taxes and shipping, the gross sale is \$15.
- **Refunds:** This amount includes any refund for any reason from a purchase made using your Charity Code. Our average return rate is typically less than two percent of gross sales.
- **Charity Donations:** We donate a portion of the sale for many of our products to charity partners. Since we are already giving that money away, we will deduct it from the Gross Sales using your Charity Code. For example, we sell our Down Syndrome Awareness Socks for \$13.99 a pair and we donate 10 percent to the national Down Syndrome Society and ACDS. We will deduct \$1.40 from that sale, leaving the net sale as \$12.59.



We will send you weekly reports on the progress of your campaign. These reports will track the use of the code and the number of orders, the Gross Sales and the Returns and Charitable Donations.

At the end of the campaign, we will provide a final report and one check with the donation. We will provide that report and make that

payment within 30 days of the end of the campaign.

What John's Crazy Socks Will Provide You

We want to make this program easy for you to run and be effective: we want you to achieve your financial and programmatic goals. We will provide you with the following:

1. A Comprehensive Marketing Guide
2. A video from John promoting your campaign
3. Inclusion in our email to our customers
4. Promotion on our Facebook Live Show "Spreading Happiness with John and Mark"



In addition to that support, we will also provide you with these materials:

1. A Weekly Marketing Calendar Template
2. Press Release Template
3. Flyer Template
4. A One Page Guide to Building an Email Campaign
5. Facebook Templates
6. Instagram Templates
7. John's Crazy Socks Logos for your use in the campaign
8. Photos from John's Crazy Socks for your use in the campaign
9. A video from John explaining the program
10. A video from John promoting your fundraising program

Why Support John's Crazy Socks?

We are a social enterprise with both a social mission and a business mission. We have a simple mission: Spreading Happiness and that drives everything we do. We want you and your supporters to be happy.

Your supporters will be very happy with the socks and the service.

Here are reasons why every customer will love to shop at John's Crazy Socks:

- We have the largest selection of socks in the world.
- Customers love our socks. We have over 27,000 online reviews and over 90 percent are five-star reviews.
- We do same day shipping. That's right: if we receive an order by 3 p.m. eastern time on a weekday, that order goes out that day.
- Every package delivers happiness. When you receive a package from us, not only do you get great socks (and masks and greeting cards), but you get a thank you note from John and a package of candy to say thank you.

But there's more. A purchase from John's Crazy Socks makes a difference. Each purchase helps us carry out our social mission:



- You enable us to employ people with differing abilities. More than half our employees have a differing ability.
- You enable us through social media, tours, public events and speaking engagements to show the world what people with differing abilities can accomplish
- You make possible our Giving Back Program. We donate 5 percent of our earnings to the Special Olympics and many of our products raise money for our charity partners. We have raised over \$360,000 for our charity partners.
- You make possible our Autism Can Do Scholarship., a \$5,000 grant to a person on the autism spectrum.

John's Crazy Socks
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JohnsCrazySocks.com

- You support a business founded and led by a young man with Down syndrome showing the world what is possible.
- You help spread happiness.

Questions or Problems

We have done all we can to make John's Crazy Socks Charity Fundraising Program work smoothly and to help you achieve your objective. But if you have questions or run into a problem, we want to be there to help and support you.

If you have questions or run into any problems, we want to know right away, and we will respond immediately. You can call us at 631-760-5625 or send an email to our dedicated email for this program: fundraising@johnscrazysocks.com.