



*Rhéo Thompson*  
CANDIES  
SINCE 1969

# EASTER *fundraising* GUIDE

Meet your fun-draising goals quickly and easily by earning over **35% profits** on your RTC Easter Fundraiser. This Guide has everything you need to know!

# HOW IT WORKS

## Here's how to get started with your Easter *Fun-draiser!*

- 1** Register your Fundraiser with Rhéo Thompson by completing the application form at [rheothompson.com/fundraising](https://rheothompson.com/fundraising). Include your organization name and the date you plan to place your final order. We'll confirm your expected pick-up date\* and provide you with all the support materials you'll need. **Registration closes February 22, 2023 or while spaces are available.**
- 2** Set **YOUR pricing!** We provide the SRPs (suggested retail pricing to achieve 35% profits) to let you know how to achieve your goals, but ultimately it is up to you and your organization to finalize your own prices. We provide two versions of the **Sales Form** and the **Product Catalogue** – one populated with SRP pricing and a second that is blank for optional pricing. Please use whichever you would like.
- 3** Set your sales period – all orders are due by **March 10, 2023** at the latest BUT you can submit yours at your convenience. Keep in mind it can take up to two weeks to make and pack your order so plan accordingly.
- 4** Start selling! Provide your **fundraising team** with your Sales Form and Product Catalogue. You can then invite your **supporters** to browse your catalogue and place their orders by completing the fillable Sales Forms and returning them to you.
- 5** Submit your order! The individual Sales Forms from your team are for YOUR records. As the organizer, you will need to complete the **Sales Summary Form** and email your final numbers to [info@rheothompson.com](mailto:info@rheothompson.com) no later than **March 10, 2023** to meet the order deadline.



## How RTC Supports Your Fundraiser:

- Providing a discount on a selection of your favourite Easter products so you get more money back on each product you sell.
- All of your prices include taxes so you don't need to worry about the math.
- RTC provides printable support materials to make your fundraising efforts that much easier. Once you've completed the online application you will be emailed materials.
- We're here to help. If you have questions or concerns, our team is happy to help. Contact us at 1-888-271-6910 or email [info@rheothompson.com](mailto:info@rheothompson.com).

# IMPORTANT DATES

## 2 WEEK PICK-UP RULE

It takes up to two weeks to complete your order. Once your order is submitted, we will confirm your pick-up date for two weeks later. Adding late items to your order may effect your pickup date.

## LAST DAY FOR ORDERING

To ensure your orders are ready for Easter, the last day for placing your order will be March 10th. We will do our best to accommodate orders after this date based on product availability.

## LAST DAY FOR PICK-UP

Fundraising orders must be picked up by March 24th at the latest. Orders are packed in bulk (i.e. all Bunny Suckers are together) and it is up to the organization to sort the product into individual orders.

## WHY #RHEOIT FOR YOUR FUN-DRAISER?



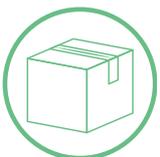
**Canadian owned and operated since 1969**



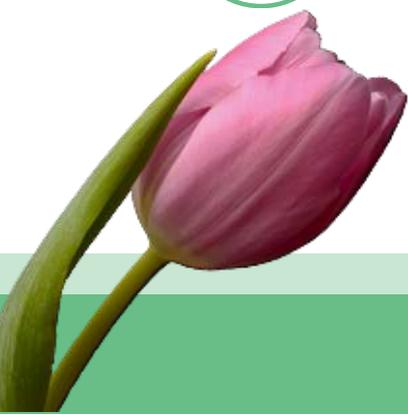
**Made with 100% sustainable cocoa**



**Hand crafted candy - taste the difference**



**Made in small batches so all your treats are fresh when they arrive**



For More Information, visit [rheothompson.com](https://rheothompson.com)



# PRODUCT CATALOGUE

**hop  
TO IT!**

**Easter wouldn't be  
Easter without  
chocolate Bunnies.**

**With your  
RTC Easter fundraiser,  
by using the  
suggested retail  
price\*, you'll  
automatically be  
making at least a 35%  
profit margin.**

## **3 FUNNY BUNNY**

### **PRODUCT INFORMATION**

Bagged, solid milk OR white chocolate  
5" Bunny, 60g  
You Pay - \$3.85  
Suggested Resale Price - \$5.20  
You make \$1.35 (35%) profit  
based on this SRP.



## **1 LILY**

### **PRODUCT INFORMATION**

Bagged, solid milk chocolate  
2" Bunny, 55g  
You Pay - \$3.75  
Suggested Resale Price - \$5.25  
You make \$1.50 (40%) profit  
based on this SRP.



## **2 BUNNY SUCKER**

### **PRODUCT INFORMATION**

Bagged, solid milk chocolate  
2" Bunny, 35g  
You Pay - \$2.45  
Suggested Resale Price - \$3.30  
You make \$0.85 (35%) profit based  
on this SRP.



**available in  
WHITE  
CHOCOLATE!**

# PRODUCT CATALOGUE

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## HOT ROD BUNNY

### PRODUCT INFORMATION

Boxed, solid milk chocolate  
6.75" Bunny, 180g  
You Pay - \$9.15  
Suggested Resale Price - \$12.35  
You make \$3.20 (35%) profit based on this SRP.



available in  
**DAIRY-FREE!**  
(no animal by-products)



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## HARRIET

### PRODUCT INFORMATION

Bagged, solid, milk OR dairy-free 72% bittersweet chocolate  
4.5" Bunny, 115g  
You Pay (milk) - \$5.95  
Suggested Resale Price (milk) - \$8.15  
You make \$2.20 (37%) profit based on this SRP.

You Pay (dairy-free) - \$8.75  
Suggested Resale Price (dairy-free) - \$11.85  
You make \$3.10 (35%) profit based on this SRP.

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## MARC

### PRODUCT INFORMATION

Boxed, solid milk chocolate  
6" Bunny, 225g  
You Pay - \$13.50  
Suggested Resale Price - \$18.25  
You make \$4.75 (35%) profit based on this SRP.

\*SRP pricing ensures a certain level of profit while being inline with the final retail price (including HST) at RTC. This ensures you are able to maximize profits without your supporters paying more for products. There is no obligation to sell products at the SRP. Use the Open Pricing forms to set your own prices.



# PRODUCT CATALOGUE

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## THUMPER BUNNY

### PRODUCT INFORMATION

Boxed, solid milk chocolate

6.25" Bunny, 160g

You Pay - \$10

Suggested Resale Price - \$13.50

You make \$3.50 (35%) profit based on this SRP.



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## 1/2 lb MILK MINT SMOOTHIES®



### PRODUCT INFORMATION

Gift box, milk chocolate

Milk Mint Smoothies®

Approximately 18 pieces

You Pay - \$12.50

Suggested Resale Price - \$17

You make \$4.50 (36%) profit margin based on this SRP

most  
POPULAR

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## MINT SMOOTHIE® BARS



### PRODUCT INFORMATION

Individually wrapped Mint Smoothie® Bars

Available in Milk or Dark Chocolate

49g per bar

You Pay - \$1.65

Suggested Resale Price - \$2.25

You make \$0.60 (36%) profit margin based on this SRP