



Community Fundraising Program



INTRODUCTION

Prime Shine is pleased to be able to provide this wonderful fundraising opportunity for our community's non-profit organizations. As many of today's traditional funding sources have been eliminated this program has been a welcome addition to these organizations's fundraising strategy.

In order for us to help manage the success of the program and to ensure success for the selling organizations several policies has been established.

1. Organizations will be given two selling periods per year to sell coupons.
2. The selling period is defined as four weeks.
3. A maximum of 500 coupons will be issued per period (total 1000 coupons per year).
4. The two selling periods must be at least six months apart.

We thank you in advance for your cooperation and look forward to being a part of your organizations fundraising strategy.

FOUR STEPS TO SUCCESS

STEP 1

Contact Prime Shine Car Wash Headquarters at (209) 549-9274 to make an appointment. The office is located at 715 14th Street, in downtown Modesto.

You'll need to bring:

1. A valid California driver's license.
2. A credit card (not a debit card that draws funds from your checking account) that will be charged in the event that you fail to return the monies and/or coupons due back to Prime Shine.
3. Proof of non-profit status with tax id number.
4. Letter from organization authorizing the fundraiser in which two members of the organization at least 21 years of age will be noted as responsible for the fundraiser.
5. Responsible parties contact names and phone numbers.

There is no money due at the beginning of your fundraiser. The credit card is used as security and will not be charged unless coupons/cash are not

accounted for. You will receive coupons at the beginning of your fundraiser and a reconciliation date will be set. The coupons never expire and are good for our \$6.00 Prime Shine wash at any of our valley locations. You may set the selling price of the coupons which means that **your profit margin is completely up to you.** We recommend selling the coupons for \$7.00 which is \$1.00 more than our retail price, but purchasers should understand that it is a fundraising effort. Coupons cannot be sold for less than our current retail rate.

STEP 2

Distribute coupons to each participant in your fundraiser. A form is provided that can be used to help track each coupon.

STEP 3

SELL, SELL, and SELL!

STEP 4

Prime Shine Express wants to keep in touch with you throughout your fundraiser. After a 4 week selling period we will meet with you in order to reconcile the cash and coupons.

At the time of reconciliation, your organization will be charged \$4.00 for each coupon sold or not returned back to Prime Shine.

Example: You sell 500 coupons for \$7.00 each = \$3500. $500 \times \$4.00 = \2000 is due to Prime Shine.

Your organization earned \$3500 - \$2000 = \$1500!

Payment in full is due at the time of your account reconciliation.

Helpful Hints on How to Make Your Organizations Prime Shine Fundraiser a Success!



1. KNOW WHAT ARE YOU OFFERING

Prime Shine has been in business for over fifteen years and washes more than a million cars a year. It is an exterior only, soft-cloth, spot-free rinse, and a hands-free drying system. A

coupon never expires and is valid for a “Prime Shine” car wash good at any one of Prime Shine’s locations.

2. WHAT SHOULD WE CHARGE FOR A WASH?

Set the price for each wash at an amount that is attractive and simple. Since Prime Shine sells them for \$6.00, we suggest selling them for \$7.00. Purchasers don’t mind paying a little extra for your good cause. Coupons cannot be sold for less than our current retail rate.

3. KNOW THE LOCATIONS OF PRIME SHINE

- Modesto: McHenry at Standiford
- Modesto: Prescott at Briggsmore
- Modesto: Dale at Pelandale
- Modesto: Oakdale Road at Briggsmore
- Modesto: McHenry at Morris
- Ceres: Hatch at Richland
- Turlock: Golden State at Geer
- Merced: Olive at Loughborough
- Lodi: Kettleman Lane at Hutchins
- Oakdale: F Street at 5th Street
- Riverbank: Patterson Road at Estelle
- Atwater: Bellevue at Shaffer
- Manteca Lathrop at Union

4. WHERE IS IT BEST TO SELL THEM?

- The obvious (friends, neighbors, co-workers)
- Businesses especially for their company vehicles (encourage no less than ten)
- Groups of employees (banks, doctor’s offices, attorney’s offices, real estate offices, etc.)
- Don’t forget the smaller towns surrounding a Prime Shine location
- At sporting events i.e. baseball and soccer fields

- Coupons can **NOT** be sold at the Prime Shine wash locations or in shopping centers in which a Prime Shine operates.

5. BE CREATIVE!

- Selling car washes is fun
- Set targets for each of the sellers
- Set an over-all money and number of coupons target (no less than ten per person)
- Don't be afraid to ask for additional contributions
- Have a specific goal to convey to the customer ("Our team is going to the play-offs and needs \$5000 to get there")

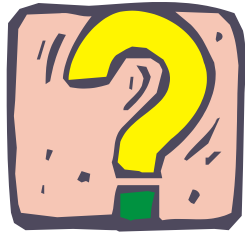
6. ANSWERS TO OBJECTIONS OR QUESTIONS:

- We have a monthly pass at the XYZ Car Wash...It doesn't matter. Prime Shine coupons are good for any car and monthly passes are good for only a specific car. These can be used for gifts, give-aways, and presents for teachers, friends or whoever.
- I wash my own... In addition to the answer above, you can point out to the customer that we recycle our water and process the dirty water before it goes into the streams and rivers. Prime Shine is environmentally friendly...washing in the driveway is not.
- Automatic car washes scratch my car...Prime Shine uses only the softest cloth available and uses a hands-free drying system that best protects your car from those surface abrasions.
- I already have Prime Shine coupons...then you know the value of a Prime Shine wash and wouldn't mind donating to our cause.

- I can't afford a \$7 car wash...What does \$7 buy you today...a cup of coffee and a doughnut, a raffle for a door prize, tax on lunch for four, three apples. A \$7 car wash buys you "a good feeling" and helps our organization in need.

7. FOR ADDITIONAL COMPANY INFORMATION:

Visit Prime Shine on the web at www.primeshine.com
or www.savemoneysavetimesavewater.com



PRIME SHINE CAR WASH VS STREET CHARITY WASH

- ✓ Prime Shine Express' professional and experienced Wash Techs provide the labor for your car wash fundraiser.
- ✓ No soap, hoses, rags, etc. to buy.
- ✓ No water fights / No kids to supervise.
- ✓ No standing out in the heat / No liability for the participants.
- ✓ No wet rags to launder.
- ✓ Quick, high quality washes for your customers.
- ✓ Save water - **WE RECYCLE OUR WATER.**
- ✓ Save the environment – our wastewater goes to the Prime Shine Express Water Treatment Facility not down our cities storm drains.
- ✓ Customer will receive a complimentary Wishy-Washy (dashboard cleaner).
- ✓ All this and your organization will be more profitable!
- ✓ For more information visit www.savemoneysavetimesavewater.com

**PRIME SHINE CAR WASH
COMMUNITY FUNDRAISING PROGRAM**

Date: _____

_____ HAS RECEIVED FROM PRIME SHINE EXPRESS
_____ COUPONS VALUED AT \$6.00 EACH. A RECONCILIATION WILL
BE MADE ON: _____.

I UNDERSTAND THAT I WILL BE HELD ACCOUNTABLE FOR ALL COUPONS.
THOSE THAT ARE NOT RETURNED BY THE RECONCILIATION DATE
SHOWN ABOVE WILL BE CHARGED TO MY CREDIT CARD NOTED BELOW.

SIGNATURE

ADDRESS

NAME

PHONE NUMBER (DAY/EVENING)

GROUP

DATE

M/C / VISA / AMERICAN EXPRESS

Credit Card Number Expiration Date Three Digit Back Code

RECONCILIATION:

COUPONS RECEIVED _____

COUPONS RETURNED _____

TOTAL COUPONS SOLD/NOT RETURNED _____ X \$4.00 = _____

TOTAL DOLLARS REMITTED TO PRIME SHINE EXPRESS \$ _____

MONEY/COUPONS
RETURNED

SIGNATURE

DATE