

# 2013 Help Whip Cancer® Frequently Asked Questions



## Product Information

### What are the new Help Whip Cancer® (HWC) products?

These items are available May 1 – 31. The Pampered Chef® will make a \$1 contribution to the American Cancer Society® (ACS) for each of these pink products sold and earned.

	Guest	Guest	Guest	Guest	Host
Image					
Product Name	Pink Color Coated Paring Knife	Dots Microfiber Towel	Pink & White Twixit! Clips	Mini Scoop & Measure	Batter Bowl Set with Pink Lids
Item #	RF56	RF57	RF58	RF59	SD37
Price	\$13.50	\$8.50	\$6.00	\$5.50	\$11.40

### What is the product contribution amount?

The Pampered Chef® will make a \$1 contribution to the ACS for every pink product purchased and every sample purchased.

### Does my host receive benefits for holding a HWC Fundraiser?

Your host is eligible to purchase one Monthly Host Special as a thank-you for organizing the Show. In lieu of host benefits, The Pampered Chef® will make a contribution based on Show sales to the ACS.

## Fundraisers

### What is the Pink Party to Go kit?

Consultants who earned the pink HWC products for holding two Shows in March will receive the exclusive Pink Party to Go kit. This kit is designed to help you Pamper for a Purpose this May through HWC Fundraiser Shows. Each unique kit contains:

- Invitation to Pamper for a Purpose through HWC Fundraisers this May.
- Help Whip Cancer® catalog insert.
- Breast cancer awareness brochures from the ACS.
- Help Whip Cancer® pink balloons.
- Recipe Card Holder for a guest door prize.
- Favorite pink logo item especially for you to take to your May Shows.

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### Fundraisers

#### **What is the contribution structure for Help Whip Cancer® (HWC) Fundraisers?**

Up to 25 percent of total HWC Fundraiser Show sales will be contributed to the American Cancer Society® (ACS), based on total sales.\*

The specific contribution amounts are:

<u>HWC Fundraiser Sales*</u>	<u>% Contributed</u>
\$150 to \$299	15%
\$300 to \$499	20%
\$500 or more	25%

\*Total before tax and shipping & handling

In addition to a portion of the Show sales, the ACS will receive \$3 for every future Show booked from a HWC Fundraiser.

#### **Why is the contribution higher for HWC Fundraisers?**

We increased the contribution structure for the HWC Fundraisers in May because this cause is so important to our Consultants and customers.

#### **What is the contribution for other Fundraisers?**

A percentage of the total Show sales are contributed directly to the organization for non-HWC Fundraisers as follows:

10% – if total guest sales before tax and shipping are less than \$600.

15% – if total guest sales before tax and shipping are \$600 or more.

#### **Are there other benefits of HWC Fundraisers?**

Yes! HWC Fundraisers are also a business-building opportunity. If a customer does not want to host a traditional Cooking Show, he or she may like the option of a fundraiser.

#### **Does the HWC Fundraiser Show host receive something from the Home Office?**

We do not generate checks or provide special acknowledgement to individual hosts or local Society divisions. A thank-you certificate specially designed for the HWC Fundraiser host can be downloaded from Consultant's Corner.

#### **How do I make sure a Show counts as a HWC Fundraiser?**

For P3, you must check the "Help Whip Cancer®" box on the Show order screen. Be sure to check your order!

For write-in orders, you must write "Help Whip Cancer®" or "HWC" in the organization name area of the Show order form.

Note: If a Show is not coded as a HWC Fundraiser, it will default to a regular fundraiser and the lower contribution structure.

#### **What if I forget to check the Help Whip Cancer® box on the Show order screen through P3?**

You must call (888) OUR-CHEF (English) or (888) PCEXITO (Spanish), or email [solution\\_center@pamperedchef.com](mailto:solution_center@pamperedchef.com), to request an adjustment. Please be careful to check your onscreen entries prior to submitting your Show.

#### **What is the commission rate for HWC Fundraiser Cooking Shows?**

As with all fundraiser commissions, you can earn 15% commission on HWC Fundraisers. This increases to 17% once you achieve \$15,000 in career sales.

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### Recognition

#### **When do Help Whip Cancer® (HWC) Fundraiser Shows need to be submitted?**

All HWC Fundraiser Shows must be submitted by midnight CT, June 15, 2013, to qualify for recognition.

#### **Who qualifies for charitable giving recognition?**

Consultants who contribute at least \$200 to HWC. Contributions are comprised of HWC Fundraiser Show donations, \$1 donations from the sale of special campaign products, cash donations, and funds raised for Making Strides Against Breast Cancer® (MSABC). HWC Shows must be held May 1 – 31, and submitted by midnight CT, June 15, 2013.

#### **Will my participation in MSABC events qualify toward recognition?**

Yes. MSABC contributions, October 2012 HWC Fundraiser Show contributions, cash contributions and \$1 from each pink product sold will count toward your annual charitable recognition.

### Other

#### **How much has The Pampered Chef® raised for the American Cancer Society® (ACS)?**

To date, we've contributed nearly \$11 million to the ACS through Help Whip Cancer® (HWC) Fundraisers, product sales and Making Strides Against Breast Cancer® (MSABC) events.

#### **How are the funds raised from HWC Fundraisers distributed?**

The Pampered Chef® generates a single check made payable to the ACS to cover the total contributions raised. The funds are then distributed to the ACS division closest to where the money was raised.

#### **Why doesn't The Pampered Chef® participate in other campaigns that support breast cancer?**

The HWC corporate initiative differs from other fundraisers, such as Relay For Life, in that contributions exclusively support breast cancer education and early detection programs.

#### **What is the HWC order form?**

This order form is another tool for you to use in May. You can bring the form, along with a set of the 2013 pink products, to local businesses and organizations willing to join the fight this May. Some organizations might want to have a HWC Fundraiser Cooking Show or Catalog Show while others might prefer that all orders be shipped directly to the customer. The form should be used as a way to create leads and contacts with customers that may not be able to attend a Cooking Show in May.

#### **Why isn't the shipping rate on the order form?**

Shipping charges are not on this form because they change based on location, or whether it is directly shipped to customers. The column is included so that customers are aware there is a shipping charge. Contact customers with their total, including tax and shipping, and provide a sales receipt. When you contact them, you are able to create one more relationship with a customer who is interested in our HWC program.

#### **Can I fax the HWC order form into the Home Office instead of the sales receipt?**

No, this form should not take the place of a sales receipt.

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### Online Fundraising

#### **Can I fundraise online for May Shows?**

Yes. The Pampered Chef® is on the American Cancer Society® (ACS) website at <http://main.acsevents.org/helpwhipcancer>.

#### **If I have registered a team with The Pampered Chef® National Partners Program for a Making Strides Against Breast Cancer® (MSABC) event, do I need to register as a new user?**

No. If you registered last fall through The Pampered Chef® National Team program you are a returning user and you won't have to reenter your information. Use your same username and ID or click on "Returning User" to have your login information re-sent to you. You can personalize your page and email your contacts asking them to support the cause.

#### **Will the ACS know that I am a Pampered Chef® Consultant?**

Please enter your Consultant ID in the sign up form to let the ACS and The Pampered Chef® know you want to be part of our team.

#### **Why do I have to "Start a Team"?**

This registers you with the Team ACS website and enables The Pampered Chef® and the ACS to track campaign and recognition results.

#### **If I sign up to be part of Team ACS and the 2013 Pampered Chef® team, what am I committing to?**

You're indicating that you plan to raise funds and/or help to bring awareness of breast cancer to your contacts. There is no registration fee or fundraising minimum.

### For Additional Inquires:

Please forward additional inquiries to The Pampered Chef® Charitable Giving email inbox [charitable\\_giving@pamperedchef.com](mailto:charitable_giving@pamperedchef.com).

For assistance in registering for MSABC events, to learn more about the ACS, or to get help, call (800) 227-2345 or visit [cancer.org](http://cancer.org).