

Welcome to our 7th annual Help Whip Cancer® campaign.



Each year, The Pampered Chef® dedicates the month of May to raise funds for and awareness of the importance of early detection of breast cancer. Over the past six years, Pampered Chef® Consultants and Show hosts and guests have raised more than \$4.3 million for the American Cancer Society's breast cancer education and early detection programs. **Last May, you helped raise more than \$1 million in just one month's time** — proof that together we can make a difference in the fight against breast cancer.

By supporting this campaign you are:

- **Helping to positively impact the lives of women and their families across the United States.**
- **Reaching out to new customers and growing your business.**

Read on to learn about the campaign, and how you can effectively promote it to your customers for maximum results.



New Limited-edition Campaign Pin

This year's campaign has a new exclusive limited-edition pin that's available only through the campaign — and only this year. The pin features the signature breast cancer awareness ribbon with a whisk, symbolic of the campaign. You'll want to pass out the pins at your May Shows in order to really increase Show attendance and sales.



- **Ordering the pin.** Pins are available March 1-May 31 by writing #4287 on paperwork/supply order form. They are sold in packs of 15 for \$2.50, with \$1 from each pack contributed to the American Cancer Society®. You may order as many packs as you like. **Quantities are limited**, so order your pins today. This contribution applies toward earning an invitation to the Breakfast of Caring.

Use the Help Whip Cancer® pin effectively:

- **Fill your calendar.** You might say at your March and April Shows: "Hosting a Help Whip Cancer® Cooking Show or Help Whip Cancer® Fund-raiser is a great way to raise funds for and awareness of early detection of breast cancer. If you're interested in hosting, talk to me after the Show. Along with raising funds, you'll also receive this beautiful pin that you can wear to show your support."
- **Say thank you to hosts.** Present the pin to May Show hosts as a way of saying thank you for supporting the cause.
- **Thank guests.** Consider giving pins to May Show guests who purchase two or more Help Whip Cancer® products. Announce that you'll be doing this at the beginning of your Shows when talking about the campaign. It's a great way to increase sales and raise money for the campaign.
- **Spark interest in your business.** Wear the pin to gatherings and while running errands around town to generate conversations about the cause. When people ask you about the pin, proudly tell them about the campaign and your Pampered Chef® business. Then, invite them to consider hosting a Show.



Breakfast of Caring

The Breakfast of Caring celebrates the special efforts of Consultants who participate in our giving campaigns. There are two ways you can receive your invitation to this event on day two of National Conference.

1. **Submit a total of \$150 or more in contributions to our Help Whip Cancer® and/or Round-Up from the Heart® giving campaigns.**

Help Whip Cancer®

Total contributions must be comprised of \$1 contributions from the sale of Help Whip Cancer® products, the whisk pin, fund-raiser contributions or a combination of all three. Shows must be held and closed between May 1-31 and submitted by midnight CT on June 12. You'll also receive a special American Cancer Society Celebrate Life 2006 pin* when you attend National Conference.

Round-Up from the Heart®

Total donations must be comprised of \$1 or \$2 contributions from the sales of:

- Stoneware Patriotic Heart Mold (between Sept. 1, 2005-May 31, 2006)
- Stoneware Mold Holder (between Sept. 1, 2005-Feb. 28, 2006)
- Rounded up contributions
- **A combination of all three of the above.**

Shows must be held and closed between Sept. 1, 2005 and May 31, 2006, and submitted by midnight CT on June 12.

Or

2. **Be a 2005-2006 Food Bank Coordinator.**

We hope to see you there!

*The pin distributed at Conference is different from the Help Whip Cancer® pin that features the ribbon and whisk.

Educational Support Material

The American Cancer Society is pleased to once again collaborate with you to share breast cancer early detection and education information with your customers this May. Consultants can call a toll-free number to receive free copies of a customized brochure titled: You Can Fight Breast Cancer. The brochures come in packs of 25, and you can order up to four packs (100 pieces total). Supplies are limited, so be sure to order your copies early.

Ordering information: These brochures will be available Monday, March 13 through Friday, May 19, by calling toll free 1-800-595-0595 (Monday through Friday 9 a.m. – 5 p.m. ET). During your call, you will be asked to participate in a brief, confidential survey about breast cancer.

Everyone Can Help Whip Cancer®

9 Ways to Show Your Support:

1 Earn the March Consultant Special. Our March Consultant Special features May Host Special products, our Help Whip Cancer® Cups & Squares. You can display these products at your April Shows to interest customers in hosting May Shows. Be sure to invite guests individually to host in May as you are taking their orders.



2 Fill your May calendar with Shows. The more Shows on your schedule, the more money you'll raise for the cause.

3 Schedule Help Whip Cancer® Cooking Show Fund-raisers. This is a great way to reach out to new customers who otherwise might not host Shows. Suggest people host in celebration of those who have been affected by breast cancer. (See pink box at right.)

4 Purchase Guest Special product samples. The Pampered Chef® makes a \$1 contribution to the American Cancer Society for every product sample purchased.

5 Purchase the limited-edition 2006 campaign pin. Using the pin will help to increase awareness of the campaign and your business. The Pampered Chef® will contribute \$1 to the cause for each pack purchased.

6 Promote our special campaign products. Share with customers that our May Host and Guest Special products are unique to this campaign, and are only available in May. Our Guest Special products also make great gifts, so encourage customers to purchase extras for friends.



7 Use the Help Whip Cancer® press release. Promote the campaign and your business with our easy-to-use, customizable press release. Send it to local newspapers and organizations. You'll find a downloadable copy on Consultant's Corner of our Web site on April 3.

8 Encourage guests to bring a friend to every May Cooking Show. This can double the impact and the awareness of the campaign.

9 Use the free collateral materials. Distributing the free American Cancer Society informational brochure at your May Shows will help to educate your customers further on the topic of breast cancer. (See back for ordering details.)



Your May Hosts

Our exclusive pink Cups & Squares with white polka dots are only available to hosts and only in May! So offer the opportunity to host to everyone: preferred hosts and customers, and people who have been personally affected by cancer themselves or through friends and relatives. Share the campaign flyer and the May Host Special flyer (inserted in this issue) with all your May hosts and potential hosts. Share with May hosts that when their guests book May Shows, they can take advantage of the May Host Special again and again!

Earn Samples of the Host Special Today!

These products are not available for sample purchase, but you can earn them through the March Consultant Special:

- **Hold and submit** two qualified Cooking Shows between March 1-15. You will receive these special host-only products in time to display them at your April Shows. Samples will ship mid-March.

These products will help you promote the campaign and fill your May calendar. These attractive cups and squares will serve as a great reminder of supporting a worthy cause.

Hold Help Whip Cancer® Cooking Show Fund-raisers

Encourage all your May hosts to designate their Cooking Shows as Help Whip Cancer® Fund-raisers. When submitting your May orders to the Home Office, be sure to designate them as Help Whip Cancer® (HWC) Fund-raisers. The American Cancer Society will then receive 10 percent of the total Show sales if less than \$600, and 15 percent for total Show sales of fund-raisers more than \$600. You'll find complete details on submitting Help Whip Cancer® Fund-raisers in the April issue.

When booking fund-raisers, suggest that guests bring friends to the Shows. This will help raise funds and awareness, and could lead to future Show bookings.



Your May Guests

Our May Guest Special products offer something for everyone. Share features and benefits of these useful and attractive products with your customers to aid the campaign and increase your May sales. The Pampered Chef® will contribute \$1 from the sale of each product to the American Cancer Society's breast cancer education and early detection programs.

Product Flyer

Display the beautiful color Guest Special flyer (inserted in this issue) at your Shows. Talk about the campaign and share these special products at all your May Shows. In addition, place a copy of the flyer in your table top flip chart and display it on the tables where you take orders. You'll also want to ask people individually if they would like to purchase products to support this worthy cause.

Ribbon Decorating Stencils new!

- This exclusive set features the signature awareness ribbon design and includes one cake and one cupcake stencil. Because the ribbon symbol has become a universal sign of support, the stencils can be used to symbolize many different causes.

Pink Bar Board & Knife new!

- This useful product is a must for every home. It's perfect for people who love to entertain and makes a great gift.

Help Whip Clip (Set of 2)

- Let customers know that this product is back by popular demand. Great for home or office, the magnetized clip can be used to hold papers, post reminders on the refrigerator or cabinets, and even to post schedules.



Ordering Guest Special Samples

Use the following item numbers to order your Guest Special samples from April 1 to May 31, as write-ins on paperwork/supply. You may purchase one sample of each Guest Special product. You save \$1 off the retail price, and The Pampered Chef® will still contribute \$1 to the American Cancer Society.

Product	Item #	Price
Ribbon Decorating Stencils	EF75	\$4
Pink Bar Board & Knife	EF76	\$7.50
Help Whip Clip	EF92	\$4

