

# Fundraising With Mia Bella's Cleaner Burning Gourmet Candles

Every organization wants to choose successful fundraisers for their non-profit organization. In an effort to help you understand the power of our Gourmet Candle Fundraising we want to answer some of the most asked questions. We know that once you understand the benefits to our unique program and product you will be excited about offering our gourmet candles to everyone you know!

## ***Will Fundraising with Mia Bella's Gourmet Candles be as good as the gift-wrap, chocolates, or other items we have been selling in the past?***

There are many factors that contribute to successful fundraisers which make it impossible to guarantee success in any fundraising program. However, Candle Fundraising Programs have been as successful, if not more so, than most of the products sold today.

## ***Can we be successful if we only have a small organization?***

Successful fundraisers are not dependent upon the amount of members in your non-profit organization. We have seen small groups and even individuals who have sold incredible amounts of candles for fundraising.

## ***Do many people buy candles?***

It would be impossible to know just how many people buy candles, but we do know that on the average, 85% of all families buy candles at least once a year. We believe that most of them will switch to gourmet candles when they are educated on the hazards of other types of candles.

## ***Are Mia Bella's Candles too expensive as fundraising products?***

Our gourmet candles have value, are naturally clean and are priced in the same range as many paraffin candles (which already have a great track record for fundraising).

## ***Why is the "QUALITY" of Mia Bella's Candles so important?***

We constantly search and hand-select fragrance oils from around the world so that our candle gives off a pleasing scent when it burns. If it is an apple scented candle it will smell like apples, not perfume. We take immense pride in our process which assures that every aspect of our candle is done with personal pride and we truly believe that the key to having a long term relationship with your fundraising organization and their customer base is to offer a candle that has no peers!

## ***If we sell Mia Bella's Gourmet Candles two years in a row, will the second year be as successful as the first?***

Past experience shows that the second year is usually MORE successful because people are aware of the quality and value of our candles and buy more than they did the year before.