



fusebox: FUNDRAISING

RAISE MONEY WITH YOUR OWN BOUTIQUE WINES

People like wine. You need to raise money.

Crushpad blends these together in a program designed specifically for private and charitable organizations. With our Fusebox: Fundraising program, you can easily generate recurring revenue for your organization while giving your members or donors a unique product that they'll love and associate with your organization.

Our fundraising solution is simple and fun. We create a unique wine and stunning label for you, provide a free online wine shop with your own branding, and send you money as the wine is sold.

Our winemaking can support everything from fun, value-oriented wines up to serious, collectible wine.

THE MATH

A MIDRANGE WINE EXAMPLE

Our base price is \$15, you add \$10 for your organization and donors/members pay \$25 per bottle. Let's say 20% of your 1,000 members buy an average of 3 bottles twice/year.

That's $20\% \times 1000 \times 3 \times 2 \times \$10 = \$12,000/\text{year}$.

A COLLECTIBLE WINE EXAMPLE

Base price is \$25/bottle, you add \$25 and donors/members pay \$50/bottle. 30% of your 500 members buy a half-case each once/year.

That's $30\% \times 500 \times 6 \times \$25 = \$22,500/\text{year}$.

For more information about how to quickly raise funds for your organization, contact:

Pamela Topper
Fusebox Fundraising Ninja
(415) 864-4232 x230
pamela@crushpadwine.com

WHY WINE FOR FUNDRAISING?

PEOPLE REALLY LIKE WINE

Wine is easy to promote and has broad consumer appeal. Your relationships are strengthened with each bottle that is shared and consumed.

RECURRING REVENUE FOR YOU

As your wine brand takes on a life of its own, people repurchase wines. You can even create new wines on a regular basis to keep things fresh.

IT'S EASY

Your custom wine program can be up and running within days and without financial commitment. We handle all the order processing, money handling, fulfillment and shipping, and you cash the checks!

CRUSHPAD: A UNIQUE WINERY WITH A UNIQUE PROGRAM

With over 2,000 wines created since 2004, Crushpad understands how to create and sell boutique wines. And we also understand the challenges of raising money in this economy. You get access to all this expertise and a process that quickly gets you to what's important: bringing in significant cash to your organization without using up your valuable, scarce resources.

CRUSHPAD