

# **FACT SHEET AND INVITATION TO PARTICIPATE**

## **TO BE DEVELOPED INTO CONTRACT FOR PROFESSIONAL SERVICES FOR YOUR COMPANY, YOUR FACILITY OR ANY NON-PROFIT, CHURCH, OR SCHOOL ORGANIZATION**

### **THE SPECIFICS OF A REMARKABLE FUNDRAISING PROGRAM FOR YOUR ORGANIZATION**

#### **Direct Gold Jewelry Outlet Fundraising (DGJO)**

DGJO is the best fundraising program available nationally in its simplicity of operation, its minimal time investment, and its maximum profit potential. Its efficiencies and its maximum profitability result from its being built into the structure of already operating businesses, thereby limiting operating costs and overhead costs. It is a unique alternative to hoagie sales and car washes and to the worn and often overpriced products marketed by other national fundraising companies which do more to enrich the companies than to raise funds. No question about it...it works...and beautifully, and produces great profits.

**OUR GUARANTEE TO YOU: THIS PROGRAM WILL RAISE MORE FUNDS WITH LESS EFFORT BY YOU THAN ANY PREVIOUS PROGRAM, IF ONLY YOU CONDUCT THE JUNK JEWELRY SALE DESCRIBED HERE.**

Pricing is our key element. There is no secret to most fundraising program operations selling greatly overpriced items that permit minimal profits for participants and far greater profits for the fundraising company. But this occurs at the price of your members or your customers paying greatly inflated prices out of loyalty or embarrassment, but surely being far less than satisfied with the purchases and with the program that has gouged them. What DGJO does is the absolute opposite: Its principal, David Shushnar, is a trained gemologist who built one of the region's largest and most successful jewelry chains, Direct Jewelry Outlet, with stores in PA, OH, VA and WV. He is also a former award-winning teacher in the Elizabeth-Forward School District, who knows the challenges of fund raising. His fundraising program, DGJO, described here, has already produced great successes for organizations like yours.

#### **“Junk” Creates Treasures’ Income Potential**

DGJO's fundraising program will generate great revenues with minimal effort on your part. The program involves little more than your publicizing the availability of a “jewelry buy-back” of junk jewelry to your community at large for a single day, evening, or event of your choice at which DGJO will purchase any unwanted 14K jewelry-

broken, marred, unfashionable or otherwise-and give you a sizeable percentage of the net cash value of the “junk” sales. The percentage will range from 10% -100% (depending upon the terms of the donation you establish with sellers).

To repeat, a sizeable percentage (10 % - 100%) of the net sales will immediately be turned over to you in cash from DGJO on the same day of the sale, with the sellers aware that their “junk” sale will do much to finance your vital activities/projects. Remember, sellers will receive from DGJO the highest price available anywhere nationally for their “junk” gold, based upon its gold gram weight.

## **YOUR ADVANTAGES IN HOSTING: MANY OPTIONS FOR YOU**

### **YOUR GUARANTEED MINIMUM RETURN**

If \$40,000 cash is paid for jewelry from sellers in your community at your event, and if DGJO returns only the minimum of 10% of the total sales to you, with the sellers’ donating not one penny of their profits (an extremely unlikely prospect), you will still immediately receive that day from DGJO **\$4,000 IN CASH**. (See “Additional Options,” just below, for the far more likely \$12,000+ in profits to you.)

Before you say that \$40,000 is too great a valuation for your sale, consider the number of individuals in your “community”, then realize that \$40,000 in jewelry cash value can be raised with the sale of as few as 100 “junk” 14K pieces of moderate quality or 15 pieces of high quality.

Better yet, all of the marketing and promotional materials needed for getting word of the sale to your public, including handbills, posters and press releases, will be provided at no cost by DGJO, again simplifying the effort for you.

### **ADDITIONAL OPTIONS**

Best of all, if your sellers agree to share 20% of their profits with you, you will receive an additional \$8,000 in cash on the sale day; \$12,000 additional to you if the terms of donation you impose involve a 25% share of sellers’ profits. You will determine the terms of donation with your sellers and size of your profits, and all will be achieved in only one day of sales. Remember, please, as we will remind your sellers: They will receive 25% more money than anywhere else in the region, and they owe their maximized profits in part to you for sponsoring the sale.

If, for example, jewelry sellers at your gathering donate the full value (100%) of their “junk” jewelry as part of a sale that then generates \$40,000 in net sales, you will receive from the sellers \$40,000 in profits **IN CASH THAT DAY**. And all seller donations are in addition to our minimum of 10% of profits we at DGJO return in **CASH THAT DAY** to you.

## **ADDITIONAL ENHANCED INCOME MODELS**

### **THE TWO MOST PROMISING OPTIONS**

- A.) Or, in a more likely scenario, if you give each seller the option of donating a portion of their profits at a percentage rate agreeable to them (ranging from 10%-100%), you gain, on average, **IN CASH THAT DAY**, an amount ranging from \$4,000 (at the averaged minimum 10% donation rate) to \$40,000 (at the averaged maximum 100% donation rate). And all of that is in addition to the guaranteed 10% of net sales (\$4,000, based upon sales of \$40,000) we at DGJO will provide you **IN CASH** on the day of the sale.
- B.) Another simple option we can also discuss to maximize your income is a matching program that we at DGJO fully carry out. In summary, we, not you, mandate that our 10% cash donation to your organization be matched by each seller at, for example, the same 10% level. We still provide your sellers with a far higher price than any other jewelry buy-back program, but we automatically withhold 10% of our **CASH PAYMENT** to your sellers and route it directly to you. The result is \$8,000 in income to you on \$40,000 in net sales

## **ANOTHER PROFIT MODEL FOR YOU**

### **CONSIDER THE REQUIRED SELLER MATCH OPTION**

Or, still another option to maximize your profits: we increase our cash donation for you from 10% to 15%, but only if you gain the agreement of all participating sellers' to automatically participate in a 15% matching program, with the 15% sellers' match being withheld from every purchase we make, and be automatically routed to you. \$12,000 in income to you on \$40,000 in net sales. And we develop and execute the contracts that govern seller donations. No work or risk to you. A lot more options can be offered, with none involving any labor on your part while permitting dramatically increased profits for you.

Please call our offices at (412) 216-9557 to discuss the many options you can pursue to maximize your profits. Doesn't the potential for \$44,000 in income to you in one day's effort sound like it's worth the call?

## **EASE OF YOUR PARTICIPATION**

Consider the three simple steps needed for participation:

- 1) At your written request on the enclosed Registration Form, or preferably by telephone request to our offices, you identify the date you have selected for the "jewelry buy-back" and we then provide all promotional and marketing material needed for you to communicate to your community the date chosen by you for this Junk Creates Treasures buy-back program.

- 2) On the date you have chosen, DGJO sends a trained jewelry appraiser to your event for the buy-back.
- 3) Sellers sell their “junk” at the highest pricing nationally for their 14K junk jewelry and you receive from DGJO in cash 10% -100% of net sales, depending upon the terms of donation you establish with sellers.

### **ADVANTAGES/ BENEFITS FOR YOUR SELLERS**

The jewelry sellers participate and benefit for the following reasons:

- a) The convenience of selling on-site at a function they had already planned to attend, or can now more enjoyably attend. (Attendance at your event will probably grow substantially if you promote the “junk sale” skillfully.)
- b) The highest value, and paid in cash the day of the sale directly to your members, that could be received anywhere in the nation for their “junk” that had been sitting unused and forever unusable in a drawer or jewelry box.
- c) The knowledge that the cash raised will immediately benefit the projects they think most important, without costing them a penny on their cash return for their “junk” jewelry.

**MAKE UNIMAGINED PROFITS IN ONE (1) DAY, NOT A LITTLE CASH OVER MANY MONTHS**

**GREAT CASH TO YOU! CONVENIENCE AND MINIMAL EFFORT FOR THE JEWELRY SELLERS AND FOR YOU! AND MORE INCOME MORE EASILY THAN YOU EVER DREAMED POSSIBLE!**

This program should be attractive to you in that it involves no selling and only the most limited time to schedule the date and promote the “buy-back” with the materials we provide, using whatever means you wish, e.g., e-mailings to your members, mention in your newsletter or newspaper, mailed flyers to your members, et. al, that will gain the largest possible participation and thus generate the greatest income.

### **OUR PROMISE OF HONESTY IN ALL DEALINGS**

And be guaranteed of our absolute honesty with you, an honesty, in our long experience in jewelry sales, seldom present in gold buy-back programs. Our embarrassment at the unbridled greed and dishonesty rampant in these programs that DEFRAUD ALMOST EVERY SELLER warrants our professional pledge: **YOU WILL RECEIVE THE MOST MONEY FOR YOUR JEWELRY, GUARANTEED: MORE CASH FROM US THAN FROM ANY OTHER PROGRAM IN AMERICA.** This is guaranteed by our 80-year record of integrity in jewelry sales, by professional references we will provide, and by the personal pledge of our managing partners, PA-licensed professional educators as well as professional jewelers, whose licenses to teach could be terminated for any act of dishonor or dishonesty.

To learn more about our jewelry companies and to develop a fuller confidence in our integrity and that of our independent fundraising program for non-profit organizations like yours, see any of our websites that describe our varied jewelry companies and detail

our distinguished history: [www.directjewelryoutletfranchise.com](http://www.directjewelryoutletfranchise.com);  
[www.directjewelryoutlet.com](http://www.directjewelryoutlet.com); or [www.directjewelryonline.com](http://www.directjewelryonline.com)

**If You Have Reviewed our Program and Now Want to Participate, As We Expect**

Preferably call our offices at (412) 216-9557 and we will take you through the simple process; or if you prefer, do it on your own, as follows:

Fully complete and return the enclosed Registration Form, identifying your plan to participate in Junk Creates Treasures. Be certain to identify the date, time and place (with directions), for the sale of the “junk jewelry”.

In participating in the “Junk” Creates Treasures Fundraising Program, you will receive written confirmation of the date you have chosen for your “junk jewelry” sale. Insure the date is at least 45 days from the date you arrange for your participation by telephone or you return the Registration Form to allow you the necessary time, using the materials DGJO will provide you, to promote to your community.

You will also immediately receive by return mail all needed sales, promotional and marketing materials (including handbills for distribution, posters, and press releases) to guarantee your success, along with detailed instructions and aids to maximize success. All will be provided at no charge.

After you receive all of the required materials to mount your successful campaign, it should be easy to mobilize interest in the projects. We will stand ready to assist you at every step along the way.

Please call (412) 216-9557 for additional information. Also call if, for any reason, you hesitate to participate in this remarkable opportunity.

Since liberal cash bonuses are paid for all referrals that lead to sales, call us with your referrals even if you will not directly participate.

**DON'T DELAY!**  
**CALL OUR OFFICES AND EXPEDITE THE PROCESS!!**