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# a story of SUCCESS



## Razzle Dazzle Spirit Squads Albuquerque, N.M.

<i>Total Sales</i>	<b>\$12,891</b>
<i>Participants</i>	<b>85 cheerleaders</b>
<i>Sales Average</i>	<b>\$155 per seller</b>
<i>Program</i>	<b>Classic Fundraiser</b>

Razzle Dazzle offers instruction and training for elementary and middle school cheerleaders. The group needed a fundraiser to **help teams pay for uniforms and fees** to participate in cheerleading competitions.

Inspired by RightResponse's focus on health, Razzle Dazzle did its first fundraiser with 42 cheerleaders in February 2011 and **recorded sales of \$5,550.**

The group was so excited with the results that they did a second fundraiser five months later and the 43 cheerleaders who participated **booked \$7,391 in sales.**

With profits up to 50% on sales, Razzle Dazzle **earned more than \$6,000** in its two fundraisers. The cheerleaders were so pleased with the success, **a third RightResponse fundraiser is planned** for next cheerleading season!

*“We needed something different for fundraising. RightResponse fit perfectly with our group!”*

– Ami Williams  
Fundraising Coordinator  
Razzle Dazzle Spirit Squads

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