
a story of **SUCCESS**



Thomas M. Ryan Intermediate School Richland, Mich.

<i>Total Sales</i>	1 st fundraiser \$13,022 2 nd fundraiser \$18,973
<i>Participants</i>	300 students
<i>Sales Average</i>	\$105 per seller
<i>Program</i>	Classic Fundraiser

A Michigan school discovered that RightResponse can be even better the second time around!

Thomas M. Ryan Intermediate School's first fundraiser generated sales of \$13,000, raising some \$6,500 for an annual trip for fifth graders.

Parents and school officials were so happy with the results, they decided to try RightResponse once again.

The second time proved to be even more profitable, with sales topping almost \$19,000! In two fundraisers, the school brought in some \$16,000 in profits thanks to RightResponse.

Since the school was referred to RightResponse, a Little League baseball team and youth football league shared in the success, earning \$1,600 in Refer-a-Friend rewards.

Adding to their earnings, the school referred a local Relay for Life team to RightResponse and is now earning their own Refer-a-Friend rewards.

The third time should be a charm, as parents and teachers are already planning to use RightResponse for next year's fundraiser.

“This was a hit with parents as well as customers. It's easy to sell something everyone needs!”

– Melissa McKay
Parent Fundraising Coordinator

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RESPONSIBLE FUNDRAISING™