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# a story of **SUCCESS**



## **Puyallup Lacrosse Club Puyallup, Wash.**

<i>Total Sales</i>	<b>\$5,431</b>
<i>Participants</i>	<b>40 players</b>
<i>Sales Average</i>	<b>\$136 per player</b>
<i>Program</i>	<b>Classic Fundraiser</b>

The Puyallup Lacrosse Club needed something that would **stick with players and supporters** to inspire fundraising for the league. What they found with RightResponse was a fundraiser that was **squarely in the net**.

The club, featuring players from 3<sup>rd</sup> grade up to high school, had tried other ways to raise funds, with only moderate success. Like their sport, the club thought **RightResponse could be unique** compared to other fundraisers they tried.

Once players started selling, they could see the difference. Parents were happy their kids were **selling something people could use**.

Many purchased Sports Zip Kits to keep in players' gym bags. **Players reached out to businesses**, who purchased Auto Zip Kits and Soft Kits to give to employees for their cars.

After a month of selling, the club amassed sales totaling \$5,431, for a profit topping **\$2,600!**

The club plans to **tell others about RightResponse**, boosting their income. Players and parents are passing along the club's Refer-a-Friend number to other lacrosse leagues, friends, businesses and others across the country.

*“RightResponse was perfect. It was something that no one else was doing and people loved the kits!”*

– Wendy Williams  
Puyallup Lacrosse Club

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