



*"The First in Synthetics"®*

# Simple and Effective Fund Raising for Non-Profit Organizations



# 12 Ways AMSOIL Can Help Your Non-Profit

AMSOIL INC., the leader in synthetic lubrication, offers a fund raising program to help non-profit organizations raise money. Your organization's members and supporters simply purchase premium AMSOIL products, and your organization receives the profits.

## 1. Profit Potential

There are three ways your organization earns money through the AMSOIL Fund Raising Program: retail profits, commissions and performance bonuses. Please refer to the example for more information regarding profit potential.

- 1) Retail Profits: Your organization receives 100% of the retail profits earned through members' purchases. See the AMSOIL Fund Raising Program Profit List for actual profit potential.
- 2) Commissions: Your organization earns commissions based upon monthly sales volume.
- 3) Performance Bonuses: Should any of your members or supporters later decide to become AMSOIL Dealers or Preferred Customers, your organization earns bonuses based on their purchases and sales.

## 2. Easy Implementation

AMSOIL offers effective and affordable tools to help your organization sell AMSOIL products.

- 1) Websites or website links
- 2) AMSOIL Retail Catalogs
- 3) Examples of announcements

## 3. No Sales Work Required

Members and supporters place orders directly with AMSOIL through the telephone or Internet. AMSOIL takes care of all order placements, shipping and billing, then sends the retail profits and monthly commissions\* directly to your organization. It's that simple! Your organization doesn't have to deal with the headaches of unsold inventory, damaged products or returns.

\*Checks are sent out 45 days after each month to allow for the AMSOIL 30-day return policy.

## 4. Repeat Sales & Long Term Fund Raising

Studies show that when people switch from petroleum oil to synthetic oil, they rarely switch back. Using AMSOIL products is cost effective and convenient, and the performance can't be beat. To insure that your customers continue to buy products, AMSOIL mails new catalogs to your members that have purchased every six months at no charge to your organization. All retail profits will continue to go to your non-profit organization as long as you are enrolled in the program.

Members and supporters may choose to become AMSOIL Dealers or Preferred Customers. Dealers, in addition to purchasing AMSOIL products at wholesale cost, can build AMSOIL businesses by selling products or by registering new Dealers, accounts and Preferred Customers. AMSOIL Preferred Customers buy AMSOIL products at wholesale cost. If any of your members or supporters become Dealers or Preferred Customers, your organization will still earn commissions and performance bonuses based upon their sales and purchases.

## 5. Reputable Products

You're putting your organization's reputation on the line when you affiliate with a fund raising program. You want the company to reflect your integrity and high ethical standards, and you must completely trust the company and the products it sells.

AMSOIL INC. developed the world's first API-certified synthetic motor oil in 1972 and has been the leader in synthetic lubricants ever since. AMSOIL has a full line of the highest quality synthetic lubricants and filtration products which provide the ultimate wear protection, fuel economy and high and low temperature performance. Field tests show AMSOIL outperforms other motor oils. With the reputation AMSOIL has for performance and quality, you can be sure your organization's reputation won't be jeopardized.



# Non-Profit Organization Earn Money

## 6. Fair Value

AMSOIL offers premium quality synthetic lubricants, and quality products command premium prices. However, with the fewer oil changes, reduced maintenance costs and increased fuel economy that come with using AMSOIL products, AMSOIL costs less than conventional motor oils in the long run. AMSOIL products sold through the Fund Raising Program are sold at the same prices as charged through retail outlets. This eliminates the perception that products sold through fund raising programs have inflated prices.

## 7. Positive Environmental Effects

Extended oil drain intervals benefit the environment. By increasing oil drain intervals, less waste oil and fewer filters are being discarded into the environment. AMSOIL synthetic lubricants also improve fuel economy and reduce tailpipe emissions.

## 8. Extended Oil Drain Intervals

Consumer interest surveys indicate that motorists desire the convenience of extended drain intervals. AMSOIL motor oils allow consumers to safely extend their oil drain intervals. AMSOIL manufactures motor oils with drain intervals ranging from 7500 miles to 35,000 miles.

## 9. Guarantee

AMSOIL products are guaranteed not to cause mechanical failure or damage to any mechanically sound equipment when used in full compliance with AMSOIL recommendations and instructions. In addition, the use

of AMSOIL products will not affect the warranty of a new vehicle. See our complete warranty in the registration packet.

## 10. Returns & Exchanges

The AMSOIL 30-day return policy makes it easy for your members and supporters to return or exchange product. AMSOIL takes care of all returns and exchanges, saving your organization the hassle.

## 11. Assistance

As a participant in the AMSOIL Fund Raising Program, you will have an experienced AMSOIL servicing Dealer who will be able to guide you and answer your questions. AMSOIL also staffs a Technical Services Department which can answer any product-related technical questions you may have. The AMSOIL telephone ordering department can assist customers with their ordering needs from 7 a.m. to 5 p.m. (CST) Monday through Friday, and Internet and faxed orders can be placed 24 hours a day.

## 12. Broad Product Line

AMSOIL manufactures a wide range of premium quality, long life lubricants for all types of applications. In addition to synthetic motor oils, AMSOIL offers synthetic transmission fluid, gear lubes, two cycle oils, hydraulic and compressor oils, greases, a full line of long-life filtration products, fuel additives, antifreeze, automobile appearance products and clothing. See our retail catalog for more information.



# Estimated Retail Profits for Fund Raising Organization

If your motorcycle club has 50 members, and each purchases a single case of AMSOIL 10W-40 Synthetic Motorcycle Oil, your organization earns the following profits:

Quantity	Product	Description	Price Each	Total Price	Retail Profit
50	AMF-01	Case (12 qts) 10W-40	\$67.20	\$3360.00	\$810.00

## Commission Schedule

CC's	Commissions
3000	23%
2500	20%
2000	17%
<b>1500</b>	<b>14%</b>
1000	11%
500	8%
300	5%
100	2%

Maximum commission is 23% for Fund Raising Accounts. Direct Jobber commission and bonus programs found in the marketing plan do not apply.

Every AMSOIL product has a commission credit (“CC”) value. In addition to the \$810 your organization earns in retail profits, your organization also earns a commission check based on your total number of commission credits. Every case of AMSOIL 10W-40 Motorcycle Oil is worth 39.60 commission credits, so the 50 cases your organization buys are worth 1,980 commission credits. Commissions are calculated according to the commission schedule:

The 1,980 commission credits earned through your organization’s sale of 50 cases of 10W-40 Motorcycle Oil are worth 14 percent in commissions. You earn 14 percent of 1,980, which equals \$277.20. This, plus your \$810 retail profit, means your organization earns \$1087.20.

## Performance Bonuses Too!

Your organization earns bonuses based on the performance of AMSOIL Dealers and Preferred Customers registered through your organization:

- Your organization earns a \$10 Qualification Bonus when a new Dealer or Preferred Customer purchases 50 CC’s worth of products.
- Your organization earns a \$5 Retention Bonus when one of your Dealers or Preferred Customers renews for the first time and purchases 50 CC’s worth of products.
- Your organization earns a \$5 Duplication Bonus for every qualified Dealer, Preferred Customer or account sponsored by one of your Dealers.

## Customers Save Too

AMSOIL customers eliminate the hassles of frequent oil changes, receive superior engine protection, easier cold weather starts, improved fuel economy and produce less waste products. Not only that, they realize long term savings:

### Conventional motor oil companies recommend 3,000-mile change intervals

Conventional 10W-30 motor oil	@ \$1.50/qt. x 40 qts.*	\$60.00
*40 quarts needed for 25,000 miles		
8 standard oil filters	@ \$5.00 per filter	\$40.00
<b>TOTAL</b>		<b>\$100.00</b>

### AMSOIL recommends 25,000-mile/1-year drain intervals

AMSOIL 10W-30 synthetic motor oil	@ \$5.70/qt. x 6 qts.	\$34.20
2 AMSOIL Super Duty oil filters	@ \$9.60 per filter	\$19.20
<b>TOTAL</b>		<b>\$53.40</b>

\*Comparison based on 25,000 miles driven per year and 5-quart capacity

Your members or supporters save \$46.60 per year using AMSOIL premium quality synthetic motor oils and filters. Even if they drive only 12,000 miles per year, the cost for AMSOIL is the same they pay for conventional petroleum oil now!

\* All Dollar Values are U.S. Dollars. Canadian Prices may vary.