

# WHAT'S A PURIM FUNDRAISER?

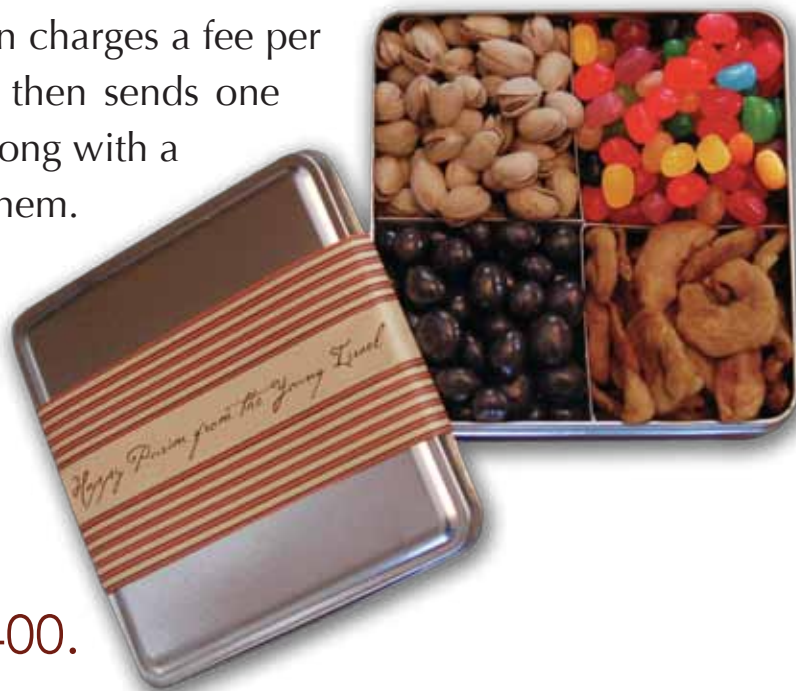


## RAISE MORE FUNDS WITH WILD POMEGRANATE.

A Purim fundraiser is a great way to raise money while simultaneously providing a wonderful service of Mishloach Manot distribution. It is also a great community-builder: a great way to promote interaction between your members, and make new members feel welcome.

It is an increasingly popular way for Jewish institutions to raise money while continuing a tradition that is centuries old. In short, members pay their organization to deliver Mishloach Manot or Shalach Manos (Purim Baskets) on their behalf to other members. The organization charges a fee per recipient selected by each member, and then sends one gift to every member that was selected, along with a list of the people who chose to send to them.

Typically organizations charge \$3-\$6 for each name selected, and will often have multiple members sending to the same person—greatly increasing the fundraiser profit!



## HOW ONE SYNAGOGUE EARNED \$20,400.

- Shul has 450 members
- Shul charges members \$5 per gift recipient
- 400 members give to an average of 13 fellow members  
(400 members x 13 gift receivers x \$5) ..... **\$26,000**
- Shul buys 400 Wild Pomegranate purim kits for \$14 each ..... **- 5,600**
- Shul earns from Purim fundraiser (\$26,000 - \$5600) ..... **\$20,400**