
a story of **SUCCESS**



Immaculate Conception Academy San Francisco, Calif.

<i>Total Sales</i>	\$15,000
<i>Participants</i>	70 students
<i>Sales Average</i>	\$215 per seller
<i>Program</i>	Classic Fundraiser

With the cost of athletics rising, Immaculate Conception Academy needed to raise funds for its sports teams.

The athletic director at this private girls school learned about RightResponse from a colleague and was **impressed by the healthy alternative** to their previous candy sales.

Some **70 students participated** in a five-week period, through the school's spring break. The girls saw immediate success, with one student **generating \$1,500 in sales**.

The second place student **sold \$1,000 in products – in one sale** to a company that used the kits in an employee incentive program.

In all, Immaculate Conception Academy student sales totaled \$15,000, **generating \$7,500 for the school**.

“This is truly a healthy alternative to the candy we’ve sold in the past.”

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