



# Share Virescent with your committee

Virescent makes it easy for your school or organization to fundraise with a program that is simple to manage and easy to promote. Our solution combines eco-friendly products along with a unique set of sales and promotional tools essential to running a successful campaign.

And it allows you to earn money while teaching kids about doing something good for the environment.

## » The following pages include information about:

- Fundraising with a no-hassle web storefront ..... 2-3**  
Pricing and earning potential selling in-stock and custom Shoppers through a web storefront.
- Examples of customizing an in-stock Shopper ..... 4**
- Images of available in-stock Shopper designs ..... 5**
- Sample lesson plans and activities ..... 6-7**

**For more information about fundraising with Virescent:**

**visit [www.virescentshopper.com](http://www.virescentshopper.com) or email [sales@virescentshopper.com](mailto:sales@virescentshopper.com)**

# Web Storefront

## Launch your fundraiser through a custom Web Storefront—no upfront cost!

Give us a minute and we'll give you a custom web storefront stocked with our stylish Shoppers. It's that simple.

Web storefront campaigns offer your parents and supporters the convenience of online purchasing while making it easier for your volunteers to manage.

### BENEFITS

- No upfront cost!
- Easy for volunteers and convenient for supporters
- Set your own sale price and maximize your financial return
- Downloadable Promotional kit



## What do I sell in my web storefront?

### » Sell our in-stock Shoppers

Our sliding scale financial return is based on the quantity sold during the campaign. As your organization sells more Shoppers, the percentage of total sales return increases!

quantity sold through web storefront	1-74	75-199	200+
percentage return	earn 40%	earn 45%	earn 50%



## Earning potential with in-stock Shoppers

### Earnings at suggested sale price:

Based on the suggested sales price of \$20\*, the chart below shows expected earnings.\*\*

QUANTITY SOLD	SUGGESTED SELLING PRICE	TOTAL SALES	EARNINGS (\$ / %)
25	\$20	\$500	\$200 / 40%
50	\$20	\$1,000	\$400 / 40%
75	\$20	\$1,500	\$675 / 45%
150	\$20	\$3,000	\$1,350 / 45%
200	\$20	\$4,000	\$2,000 / 50%

### Maximize your financial return:

You have the opportunity to adjust the price of Shoppers in your web storefront by +/- \$2.

QUANTITY SOLD	SUGGESTED SELLING PRICE	TOTAL SALES	EARNINGS (\$ / %)
25	\$22	\$550	\$250 / 45%
50	\$22	\$1,100	\$500 / 45%
75	\$22	\$1,650	\$825 / 50%
150	\$22	\$3,300	\$1,650 / 50%
200	\$22	\$4,400	\$2,400 / 50%
25	\$18	\$450	\$150 / 33%
50	\$18	\$900	\$300 / 35%
75	\$18	\$1,350	\$525 / 39%
150	\$18	\$2,700	\$1,050 / 39%
200	\$18	\$3,600	\$2,000 / 50%

\*suggested sale price: We have established a suggested sale price of \$20/Shopper. [other pricing applies for mini-shoppers and combo sets]

\*\*shipping: Shipping not included. Complete order is shipped directly to school or organization.

# What else can I sell in my web storefront?

## » Add a custom Shopper

Add your school name or logo to any of our in-stock Shopper and you have an unique custom Shopper to add to your web storefront. Chances are your supporters will purchase a custom Shopper along with another in-stock Shopper, potentially doubling your earnings potential!

*If you are selling your custom shopper in your web storefront, your minimum obligation is 25 shoppers. But as your supporters buy more, your price goes down (and your earnings grow)!*

quantity sold through web storefront	25-49	50-149	150-199
price per shopper	\$14.25	\$13.75	\$12.00

*Quantities of 200+ quoted upon request.*



### Custom Shopper Guidelines:

- Minimum order is 25
- logo/name imprint limited to 2 colors
- Imprint area is limited to specific areas on each Shopper design
- Design fee quoted based on detail of logo/name provided (avg. fee is \$100)

## Earning potential with custom Shoppers sold in web Storefront

### Suggested sale price

Suggested sales price for custom Shoppers is \$18 - \$25. This chart shows an example of earnings with sale price set at \$22/Shopper.

QUANTITY SOLD	SUGGESTED SELLING PRICE	TOTAL SALES	EARNINGS (\$ / %)
25	\$22	\$550	\$194 / 35%
100	\$22	\$2,200	\$825 / 38%
150	\$22	\$3,300	\$1,500 / 45%

## What if we're interested in a totally customized Shopper design?

No problem! Let our design team create a completely unique Shopper for your organization. The sky is the limit!

Minimum order: 200

Pricing available upon request.



**virescent**<sup>™</sup>  
(adj.) becoming green

Add your name, logo or message to an In Stock Designs





- 1) Boston
- 2) New York
- 3) Shannon [leaves]
- 4) Jupiter [orange]
- 5) Jupiter [lemon]
- 6) Kerry [dandelion]
- 7) Sydney [blue/green]
- 8) Sydney [pink/orange]
- 9) Hono-loo-loo
- 10) Capri [teal]
- 11) Capri [green]
- 12) Boise
- 13) Loo Loo

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## Virescent Lesson Plans

### Kids like to make a difference.

Our lessons and activities on a variety of environmental topics will boost your fundraising potential by teaching kids about reuse and recycling.

The Virescent Lesson Plans helps kids in kindergarten through high school make a connection between learning and the value of fundraising to your organization and the environment. Quick to grasp, our hands-on activities appeal to different interests and skill levels to spark enthusiasm for your fundraiser. From analyzing natural resources in local products to assessing how plastics affect marine life, the Virescent Lesson Plans make classroom learning more meaningful while uniting your organization in a common goal.

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### Follow That Bottle!

**Subjects:** Science, Technology, Language Arts, Visual Arts  
**Grades:** K-2

**Summary:** What happens to an item after it goes into a recycling bin? In this lesson, students in grades kindergarten through 2nd are introduced to the recycling and remanufacturing processes as they color storyboards that follow the journey of a single plastic bottle and its transformation into a new object. Class discussion enhances verbal communication skills, and students are brought to action as they sort through and separate reusable items in their lunches.

### Recycling Rangers

**Subjects:** Science, Technology, Language Arts, Visual Arts  
**Grades:** K-2

**Summary:** Students in grades K through 2 get to play scientist and innovator as they study recyclable materials and their properties. First, scientific processes and spoken language skills are honed as they identify and sort common objects. Once everything has been classified, skills in visual arts and technology are developed, as those items become the building blocks for works of art and objects with new uses.

### Build a Mini-Landfill

**Subjects:** Science, Language Arts  
**Grades:** K-6

**Summary:** Students in kindergarten through grade 6 explore what happens to food and other waste when it decomposes in landfills. Applying science, the lesson focuses on the role of landfills in waste disposal and how they are constructed. Observation and record keeping skills come into play as students build their own mini-landfills and track how various materials decompose when buried in them.

### Trash to Treasure

**Subjects:** Visual Arts, Language Arts, Social Sciences  
**Grades:** K-6

**Summary:** Trash is transformed into treasure in this lesson that shows how reusing materials before they are thrown away preserves the environment by conserving landfill space and natural resources. Creative, observation and judgment skills are applied as students learn how to reduce the trash they generate by redefining it as a potential resource. By creating a class treasure chest, students in kindergarten through grade 6 develop an understanding of the value of natural resources to the environment and in every-day life.

### Understanding Packaging Over Time

**Subjects:** Language Arts, Social Sciences  
**Grades:** K-6

**Summary:** Modern culture encourages the use of disposable packaging and products. Yet when used in excess, disposable items create more waste than recyclable and reusable alternatives. Referencing books that describe products and packages from different eras, students in kindergarten through grade 6 explore how packaging has evolved over time with changes in lifestyles. Analytics and critical thinking are applied as students examine natural resources in products and packaging past and present, compare modern and colonial disposal practices, and put “old-fashioned” packaging solutions to the test with a “no trash” lunch.

### Legend of the Lorax

**Subjects:** Science, Language Arts, Social Sciences, Visual Arts  
**Grades:** 3-6

**Summary:** In *The Lorax* by Dr. Seuss, the “Once-ler” cuts down the beautiful Truffula tree to use their silk tufts to knit “thneeds”. Thneed sales are so successful; the Once-ler invents a way to cut down four trees at a time. The Lorax defends the trees, yet the pursuit for profit prevails. And when the ecosystem collapses with the last Truffula tree, the Once-ler’s empire goes down with it. By reading and discussing this environmental fable, students in grades 3-6 gain an understanding of ecosystems and wastelands, and draw conclusions about wise resource use.

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## Follow That Garbage!

**Subjects:** Science, Social Sciences

**Grades:** 4-6

**Summary:** Students in grades 4 through 12 play detective as they follow trash to local waste disposal sites and investigate their communities' solid waste disposal history, processes and challenges. Using skills from science, social studies and environmental studies, students probe deep to learn how landfills impact community civics, economics and ecology and explore alternatives for solid waste disposal.

## Recycling Includes E-Cycling

**Subjects:** Science, Technology, Math, Language Arts, Social Sciences (Economics)

**Grades:** 4-8

**Summary:** Students in grades 4 through 8 become amateur engineers as they examine the life cycle of household electronics – such as calculators, computers and DVDs – and identify ways to recycle the natural resources used to make them. Observation, classification and communication skills are used as students inventory the natural resources in an electronic device and recommend environmentally-safe, end-of-life practices – such as de-manufacturing, re-manufacturing, reuse or donation.

## Cutting Class Trash

**Subjects:** Math, Science, Social Sciences

**Grades:** 5-12

**Summary:** Recycling and reusing materials is an effective way to reduce solid waste, but it's far from the only. Another big step is cutting down on the trash we generate every day – even in the classroom. For students in grade 5 through 12, this lesson challenges students to brainstorm ways to reduce trash at school, and discover what happens when they act on their plans. Math, science and social sciences are applied as students calculate how much waste is diverted from landfills, trace the “afterlife” of individual trash items, and explore how the definition of trash has changed over time.

## Unwrapping Packaging

**Subjects:** Math, Science, Social Sciences (Economics)

**Grades:** 5-12

**Summary:** Students in grades 5 through 12 use math and their knowledge of reuse and recycling to distinguish between packaging that's excessive and recyclable. Problem solving skills are applied in this hands-on lesson that involves gathering packaging samples, calculating the percentage of packaging to total product weight and identifying ways to reduce waste from product packaging.

## What, No Video Games?

**Subjects:** Social Sciences, Language Arts

**Grades:** 5-12

**Summary:** “Haste makes waste” is a well-known saying. Today, it rings true in a culture where toys and other products are touted for their convenience, ease-of-use, disposability, and technology. This lesson encourages students in grades 5 through 12 to examine how toys and the way people play have changed over time. They will examine the resulting impact on waste disposal practices and the environment. Social sciences and language arts are applied as students assess whether “faster” and “more convenient” is really better in the long run.

## Biography of a Product

**Subjects:** Social Sciences, Science, Language Arts, Physical Education and Health

**Grades:** 6–12

**Summary:** Many natural resources go into the production of a product. In this lesson, students in grades 6 through 12 trace the life cycle of a locally-manufactured product from the extraction of natural resources through production. Questions such as whether the natural resources used are renewable and how production impacts the economy and environment are explored. Social sciences, science and language arts are used as students investigate how raw materials change as they move from origin to place of production, assess the value of the finished product to every-day life, and interact with manufacturers.

## Graphing Prices for Recyclables

**Subjects:** Business, Math

**Grades:** 7–12

**Summary:** Students in grades 7 through 12 explore how fluctuating markets and prices affect recycling. Using business logic and math, students research, analyze and graph factors including prices paid for recycled materials, market conditions that influence prices and the rate at which prices change over time.

Source: Adapted from Washington, A-Way With Waste by the Massachusetts Department of Environmental Protection, Summary Adapted by Virescent, Inc.

## Packaging Design Fair

**Subjects:** Social Studies (Economics), Visual Arts, Technology, Language Arts

**Grades:** 7-12

**Summary:** Packaging is often useful and necessary for product distribution. Yet it also contributes to our solid waste stream. Students in grades 7 through 12 are challenged in this lesson to design environmentally sound packaging for products they deem to be packaged in wasteful or ecologically harmful ways. Home economics and social studies are applied as students weigh the practical, business and safety benefits of packaging against its drawbacks including excessive energy use, natural resource waste and recycling difficulties.

All lesson plan summaries adapted by Virescent, Inc. Sources included: U.S. Environmental Protection Agency; Pennsylvania Department of Environmental Protection; and Massachusetts Department of Environmental Protection; and Wisconsin Department of Natural Resources.