

# MARKETING WELLNESS GROUP

FUNDRAISE THROUGH WELLNESS



EXTEND YOUR MESSAGE

## Melaleuca's Enhanced Charitable Organization Program

Through The Marketing Wellness Group



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## Topics We Will Discuss

- Melaleuca: The Wellness Company
- What qualifies as a Charitable Organization?
- How does a Charitable Organization participate?
- How a Charitable Organization is compensated?
- What are the responsibilities of a Charitable Organization?

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## Melaleuca's Heritage Built on Solid Principles



Frank L. VanderSloot,  
President and CEO  
of Melaleuca since 1985

Frank grew up on a small farm in rural Idaho.

Times were tough. Money was scarce. Neighbor helped neighbor, but Frank observed it was very difficult for the average person to get ahead.

### MELALEUCA'S MISSION:

*"To Enhance the Lives  
of Those We Touch by  
Helping People Reach  
Their Goals"*

Later, as he advanced as a corporate executive, Frank often saw that others weren't chosen for promotions and learned that **real opportunity for wealth seldom exists when working for someone else.**

This experience coupled with **his modest upbringing was a driving force to establish Melaleuca's mission** and to provide a way for the average family to compete with big corporations.

**Unlike large corporations, Melaleuca redirects revenue from product sales back to the average family and offers the opportunity for significant wealth without a large investment or risk.**

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## Why Melaleuca?

### Melaleuca Creates Wellness Products Designed to Be:

- A Better Value than Name Brands Sold at the Grocery Store
- Safer for Your Home and Family
- Environmentally Responsible
- Effective, Unique, and Exclusive

*Each Month, Hundreds of Thousands of Households Purchase Melaleuca Products Rather Than Ordinary Grocery Store Brands*



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## What Melaleuca Does... We Deliver Wellness

### MELALEUCA IS THE WORLD LEADER IN REFERRAL MARKETING:



When a new customer is referred to Melaleuca, the **customer shops direct**—by phone or online—from our catalog.

Each time a customer shops with Melaleuca, the person who referred them **shares in the revenue**.

Approximately 95% of customers who order this month will order again next month—a testament to our exceptional products.

### AT MELALEUCA REVENUE SHARING JUST MAKES SENSE:

- NO Large Investments
- NO Carrying Inventory
- NO Taking Orders and Making Deliveries
- NO Billing and Collections
- NO Pressuring Customers to Purchase
- NO Repeat Sales Presentations
- NO Risk—Simply Switch Stores and Save

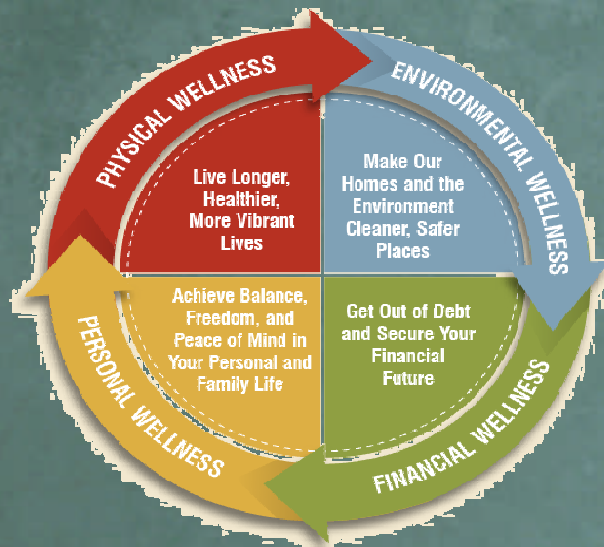
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## The Concept of Total Wellness

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## Melaleuca: A Successful Business Model

**IN 2007, MELALEUCA  
ANNUAL SALES  
EXCEEDED  
\$850 MILLION**

- 2007—The "Others" Award, Salvation Army
- 2006—"Circle of Humanitarians" Award, Red Cross
- 2005—Better Business Bureau Hall of Fame



- 2002—Inducted into Entrepreneur of the Year Hall of Fame by CNN, USA Today, and Ernst & Young
- Board of Directors, U.S. Chamber of Commerce



Frank L. VanderSloot,  
President and CEO

- 2000—*Inc.* Magazine's List of Fastest-Growing Companies Hall of Fame



- Included on *Inc.* Magazine's List of Fastest-Growing Companies 5 Years in a Row

- 1991—The Blue Chip Enterprise Award, U.S. Chamber of Commerce



- 1990—*Inc.* Magazine Ranks Melaleuca as the 37th Fastest-Growing Privately Held U.S. Company



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## What is needed to Qualify?

*Must qualify under one of the following options:*

### Option 1

- U.S. 501c3 IRS code *or*
- Revenue Canada 149.1 tax code

### Option 2

- Must be incorporated as a nonprofit corporation

### Option 3

- Self Declared Religious organization
- *(not available in Canada)*

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## Compensation

- Compensation for a Charitable Organization is simple.
- Every time the customer shops your organization will receive a check for 5% of the total Product Points purchased.



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## The Program Structure

ENROLLER

CHARITABLE  
ORGANIZATION

PROJECT DRIVER

- Project Drivers may have the same enroller as the Charitable Organization.

### Terms:

- *Authorized Representative:* Gives the authorization to enroll the Charitable Organization.
- *Contact Person:* Will be the voice for the entity. (can be same as authorized representative)

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## Enroller's Responsibility

- Present the Melaleuca opportunity to the members of the Charitable Organization
- Coach and Mentor those enrolled as the Project Drivers
- The Enroller and the Project Driver are the keys to generating revenue for the Charitable Organization



Melaleuca is devoted to providing the finest wellness products available anywhere. We're so convinced our products will make a difference you can actually feel that if any product doesn't meet your expectation, contact us within 60 days for a credit or exchange.\*

\*See Customer Membership Agreement Terms and Conditions for complete details. Some limitations may apply.

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## Charitable Organization Responsibility

- Must have an authorized representative who can act on behalf of the organization
- Provide a contact person (can be the same individual as the authorized representative)



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## Melaleuca's Responsibility

- Develop, produce, and deliver exceptional products.
- Provide a unique opportunity and the tools needed to help fund a Charitable Organization.
- “Enhancing the Lives of Those We Touch, by Helping People Reach Their Goals.”

100% SATISFACTION  
★ GUARANTEED ★

EST. 1985

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## What Now?

- Decide to participate
- Develop a strategy
- Initiate a rollout program for your organization

MAKING A DIFFERENCE  
**MELALEUCA**  
EST. 1985

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- **You may already know that Melaleuca Preferred Customers enjoy savings of 30% to 40% off the retail price of our wellness products, but did you know there are added benefits?**
- As a loyal monthly shopper, your Melaleuca Preferred Customer benefits include the following:
- Save money with 30% to 40% discounts off the product retail price
- **100% Satisfaction Guarantee**—not satisfied? Just send it back! We're that confident you'll love our products
- Over 300 wellness products
- Doorstep delivery of all your favorite products
- Peace of mind that comes with using concentrated, eco-friendly formulas that are safer for your home
- Receive up to \$100 in Loyalty Shopping Dollars your first 5 months and up to 10% every month thereafter that can be redeemed for FREE products.
- 24/7 access to the online Product Store, Business Center, MyMelaleuca Training, and more!
- **ExpressLink™** shopping for faster, easier online ordering
- Friendly, courteous call center available 6 days a week
- Bi-monthly email filled with money saving offers and specials

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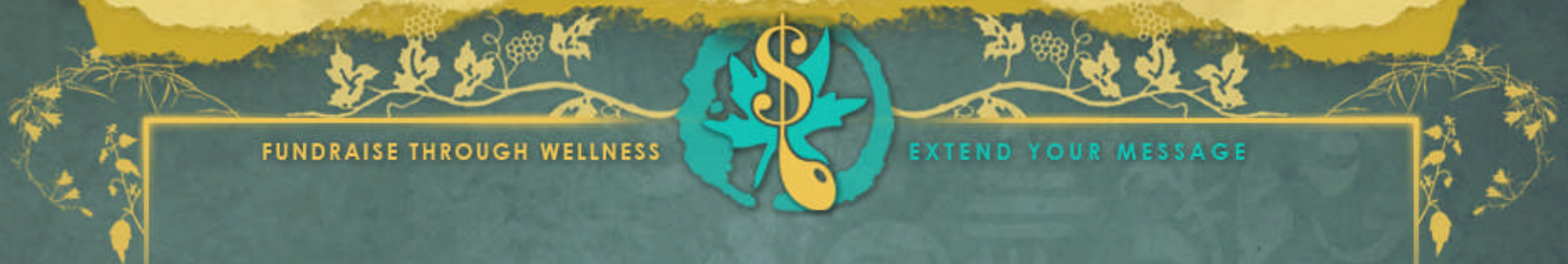
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- Earn commissions when customers you refer shop at Melaleuca
- In addition, you can save with **Melaleuca Marketplace and Services:**
- Discounts and rebates up to 15% from dozens of online stores like Eddie Bauer, Office Depot, Cabela's, BarnesandNoble.com, and more
- Serious savings on everything from mortgage service to health care—Melaleuca has negotiated incredible savings for Preferred Customers
- Other services like the Melaleuca Credit Card, MelaCom telecommunications, and more
- You also have access to all of the following tools in the Business Center and MyMelaleuca to help you build your Melaleuca business:
- Money saving tips and training with **Financial Freedom**
- Hours of audio and video training you can listen to and download on **MyMelaleuca**
- **New Horizons Online presentation** to help you share what Melaleuca has to offer
- **Generous Compensation Plan** based on referral shopping to help you set and achieve your goals
- **Online Enrollment** to help you enroll new customers, no matter how far apart you are
- **MORE tool** to help you track your business growth

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**Learn More At**  
**[www.MarketingWellnessGroup.Org](http://www.MarketingWellnessGroup.Org)**

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