

# Profit Chart



## ATP Order-Taker/Online Calendar Fundraiser

See how **QUICK & EASY** you can earn **BIG PROFITS!**

- Determine how much money you need to raise.
- Assess the number of sellers participating in your fundraising program.
- Use the Profit Chart below to estimate the approximate number of calendars each participant will need to sell in order to reach your goal. *(A good rule of thumb is to multiply your financial goal by 2 and ask your participants to sell double the amount you need to sell to reach that goal.)*
- The profit you'll receive is \$8.00 per calendar sold through ATP's Order-Taker and/or Online Calendar fundraiser!
- Example: To raise \$10,000 with 250 sellers, each seller needs to sell just 5 calendars!  
*(For best results, encourage all participants to sell 10 calendars each, rather than 5, to avoid coming up short of your goal. The best case scenario is 250 participants sell 10 calendars each resulting in a \$20,000 profit!)*

# of Sellers	5 Sold Per Seller	10 Sold Per Seller	20 Sold Per Seller
1	\$40	\$80	\$160
5	\$200	\$400	\$800
25	\$1,000	\$2,000	\$4,000
50	\$2,000	\$4,000	\$8,000
75	\$3,000	\$6,000	\$12,000
100	\$4,000	\$8,000	\$16,000
200	\$8,000	\$16,000	\$32,000
300	\$12,000	\$24,000	\$48,000
400	\$16,000	\$32,000	\$64,000
500	\$20,000	\$40,000	\$80,000
1,000	\$40,000	\$80,000	\$160,000