

RUNTIME
A Publication of
QDP Corporation

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PRIORITY News

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★ **Faith and Fundraising.** It's not what you think – EXACTLY! Businesses stepping out of the boat to innovate (names you know and others you don't), including retailers, shipping companies – and technologies including smart cards, self-checkout, restaurant surveys, and more. Article: “So, how floats your fundraising boat?”, 4 pages worth of WHAT IF questions (and some answers) and a prediction on Home Delivery in fundraising.

May 2005

★ **Are we satisfied – and should we be?** Thanks for the compliments on reading our son's Duke Commencement Address, “*Finding Your Porpoise?*”. Yeah, we're proud. I take his statement about “delighting in my dissatisfaction” and apply it in significant fashion to fundraising. The letter ends with an Ebay tip and a sample Customer Satisfaction Survey that you can adapt and use.

PRIORITY is our subscription letter and costs \$49/yr. What if...out of the whole year, there was just ONE idea that helped you book just ONE account???

Start your subscription in July or August and get one of the above mentioned issues added on FREE.

Introducing...

Have you considered the gift shop business?



So...if your option is to 1) take somebody's one-size fits all stock shop or 2) inventory and do it yourself – you've taken a pass. If you're not ready to jump in with BOTH feet, yet you want to take good care of some excellent customers – or you want to take advantage of tagging fundraising and gift shops

for a competitive advantage...check out www.prioritygiftshop.com and then call.

- The BEST products from the BEST vendors instead of everything coming from one.
 - Paperwork for the group that shows exactly what they received – no zero quantities for items they did NOT receive.
 - Price lists by price and alphabetically.
 - Product table labels with or w/o price.
 - Helpful Hints Guide, markup chart, budget envelopes, gift bags in three sizes plus a carry home bag, tablecloths and more.
 - Protected territories available.
 - Pricing for the level of service you want:
- For PRIORITY Service, call 1-800-FIRST-OK!

Home Delivery

Which side of the cutting edge are you?

Home Delivery is already here. Our focus is to enable the DISTRIBUTOR to control his/her own destiny. As Day Cares decide they don't like delivery day, as schools continue to restrict the time out of class for fundraising kick-offs and deliveries, as bus drivers tighten up on what can go on the bus, AND as a continually sophisticated public buys more and more with delivery to their door, Home Delivery Fundraising will be here BIG TIME before you know it.

What if there were a way to get your tallied data, including home delivery address, from WinUltra into a shipping program that can determine whether to send via USPS, Fed-EX, UPS – according to parameters you set, then verify address and ship addresses for the packages...would you be interested?

Stay tuned to RUNTIMEor get the July/August issue of PRIORITY News.

WinUltra / WinScan Software / Upgrades / New in 2.2

- Add your company logo to reports and print in color. Upgrade your image or set yourself apart with completely redesigned reports.
- Bad Designator entry / reporting. You have no idea what the customer wants – or you want to indicate that you made a “best guess”, this feature prints on the seller pack slip and also on a separate report.
- Class/Team Distribution Sheets. Large print sheets for gymnasium type distribution.
- Group Reservation Module helps keep track of your groups, status and results.
- Pop-up / look-up screens in Inventory and Brochures for faster entry.
- Laser Label, UCollect and Cashbox Cashier included.
- UTally replaces Merge Disk for enhanced customer or rep remote entry. Email results.
- 6-digit designator capability.
- Increased security gives you more control.
- Quickbooks Interface Enhancements. Send inventory or customer data from QB to WinUltra or from WinUltra to QB. Turn tally results into itemized QB invoices and WinUltra’s To Order Reports into QB Purchase Orders. Multiple WinUltra customers to single QB account, i.e. band’s 3 sales per year.

www.qdpcorp.com/products/winultra/whatsnew.htm

Internet Fundraising

Patent-pending process...

Expands sales from the neighborhood to the nation, allowing sellers to send personalized invitations to cross-country family and friends. Include online sales in your computer reporting. Latest updates:

- ☞ Sellers can log in and view sales totals.
- ☞ Add/remove shipping charges per group. Ex: Online fundraiser where all orders are going to the school and you want to offer free shipping...or you're doing free shipping at a lower profit percentage.
- ☞ Choose Y/N for Alaska/Hawaii – or charge higher rates. (Yes, they will order).

- ☞ Add a message about the group’s sale that appears on the brochure screen.
- ☞ Customers can order w/o creating an account.
- ☞ Options for payment and shipping charges.
- ☞ Run fundraising and discount stores together.
- ☞ Use with your own Gift Card or Certificate to enable customers to order from your overstocked inventory.

Demo at www.QDPCorp.com/store.

For the rest of the list, visit...

www.qdpcorp.com/products/webultra/ecommerce.htm

Tally Frozen?

If you’re using frozen product and having those items ship direct to the group, you can offer tallying and provide pack slips for them.

Tagging frozen with another brochure? No problem. With WinUltra, you can print separate pack slips for your different brochures. You can scan the product from one brochure w/o the frozen being considered.

Discount Cards

Recent Order: HNHS Band @ 2000 cards. Dist cost \$1ea.

- ★ Opt 1: Wholesale @ \$5, group retails @ \$10 @ 50% profit. You make \$8000 on a \$10000 sale. 80% Commission!!!
- ★ Opt 2: Wholesale @ \$2.50ea, groups retails @ \$5 and makes 50% profit. You make \$3500 on a \$5000 sale – 70% commission.

<http://www.qdpcorp.com/products/discountcards.htm>

Stay on our mail list!

Addr Label = Y – you’re good to go!

Addr Label = N – CALL to continue receiving Runtime – or sign up at ...
www.QDPCorp.com

Thanks for reading.