



The Heroes Club™

Real American Heroes Trading Cards

To: Teachers and Educators,
Re: Fundraising Opportunities

We are pleased to offer Real American Heroes Trading Cards for your school fundraising programs. To support your needs, we will provide you a discount on all trading card sets ordered as a part of such a program and will provide you some support materials to help “get the word out.” (We may even be able to customize some of the materials for you - with your school name, program dates, and contact information - at no cost to you.)

Program Details

School fundraising discounts on Premium Retail sets: retail price \$12.95, available to you for \$8.95 - you make \$4.00 per set sold! Plus - Bulk sets (for classroom/after-school group use) may be included in your order and will receive a \$3.00 per set discount.

The discounts are available to you for fundraising purposes provided that you contact us when you are starting your event. They are not available to individuals who do not participate in your fundraising program. You will be responsible for collecting orders and payments from the individuals in your community who buy the cards through your program. You will place one order per event with The Heroes Club and receive one shipment with the sets ordered. Payment is due at time of ordering from The Heroes Club. You are responsible for the shipping expenses, which we may waive for orders of at least 50 sets. You are responsible for distributing the cards to your participants.

The Trading Cards

The Real American Heroes cards are exciting character education tools for elementary and middle-school age kids. These trading cards present 25 great American men and women, their actions, and a virtue they exemplify. Their incredible accomplishments helped to shape our country. Their strength of character helped them to overcome nearly insurmountable challenges. These are real people who achieved real results. The virtues of their actions offer our kids the opportunity to learn what is truly possible in their lives.

Real American Heroes Trading Cards are exclusively available through The Heroes Club™ at <http://www.TheHeroesClub.org>. The website includes additional information about the heroes and the virtues, downloadable teaching resources, and online store for purchasing the cards and associated items. Visit our site to learn more and contact us to discuss your fundraising opportunities with The Heroes Club. We want to help you be successful; let us know what you may need.

Thank you,

Dr. Dennis Denenberg
Co-founder, author, speaker and lifelong teacher

Brian Batson
Co-founder, entrepreneur and creative designer

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Heroes are ordinary people who do extraordinary things. Do Extraordinary Things™ <http://www.TheHeroesClub.org>