



# Fundraising Guidelines

## Objective:

The Crest®+Oral-B® fundraising program will offer Dental and Dental Hygiene Students the opportunity to personally use and practice recommending Oral-B® Electric Rechargeable Systems & brushes (Transformation Gum Health System, Gingivitis, Daily Clean), Crest® 3DWhite Daily Whitening Serum, Crest® 3DWhitestrips™ Supreme Professional Exclusive + Light, and Crest® 3DWhitestrips™ Professional Effects.

- 1 The fundraising is to be conducted only by the Dental, Dental Hygiene, or Resident Student to friends, family, clinic patients, campus students and faculty, and be conducted on school property.
- 2 The following process needs to be followed to set up your fundraising opportunity:
  - The class must receive approval from the faculty advisor or administration prior to beginning a fundraising project.
  - The Crest®+Oral-B® representative must be notified prior to starting an event.
  - Resale Agreement must be in place and signed by the current faculty advisor or the head of the organization.
- 3 No product from the fundraising event will be re-sold on the internet or social media, including but not limited to Facebook, Twitter, Instagram, etc.
- 4 No friends and/or family are authorized to do the fundraising on behalf of the student.
- 5 Order maximums for accredited schools are as follows:

| Product                      | Max Cases/Order | Max Cases/Calendar Year |
|------------------------------|-----------------|-------------------------|
| Crest® Whitestrips™          | 5               | 25                      |
| Crest® Daily Whitening Serum | 5               | 25                      |

- 6 Shipments delivered to school addresses only.
- 7 Upon completion of the fundraising event, the faculty advisor or the head of the organization must report to the Crest® + Oral-B® representative total number of cases purchased, total number of cases sold, and total dollars raised as a result of the fundraising event.

All fundraising orders must be placed via your Crest® + Oral-B® representative (TAE, PAR) by emailing [CrestOralBSchools.IM@PG.com](mailto:CrestOralBSchools.IM@PG.com)