



## Fundraising? Here's a fun and interesting idea!

### What is Food Perspectives?

Food Perspectives is a consumer testing company headquartered in Plymouth, MN. Our clients are major manufacturers of consumer food products who hire us to help them gain a better understanding of consumer likes and needs.

### How do organizations raise funds through Food Perspectives?

Organizations register men and women ages 18-65 who are willing to take part in as many as 6 taste tests or home use tests per year. Each time testers participate in a test, they receive \$21 - \$35 and their organization is credited with \$6 - \$9. Accumulated funds are sent to organizations bi-monthly. After the first year, organizations have an opportunity to receive a BONUS as they continue to work with us.

- SORRY! Those with any food allergies or households who have anyone working for a major food manufacturer are not able to participate.

### When and where are the tests?

Food Perspectives has many test locations in the Twin Cities where people come to evaluate a small portion of food and give their opinions about the product's taste or appearance. As a tester, you will be invited to tests within a short drive from your home. Day and evening test times are offered for all tests to accommodate various work schedules.

### How does an organization get started?

You can start by registering a minimum of 30 testers. Your organization distributes and returns to Food Perspectives a short registration form for each person willing to be a tester, along with a contact sheet and W-9 form for your organization. You may add or delete names at any time as long as you maintain a roster of at least 30 testers.

### How are testers scheduled for a study?

Testers will be contacted at home by one of two methods:

- By "live" Callers who will ask a series of questions in order to qualify testers for a test; OR
- By our Automated Recruiting System (referred to as ARCS) which also questions and qualifies testers for a test.

Ready to start, need forms or want more information?

Please call 763-553-7787 OR

Check our website at [www.foodperspectives.com](http://www.foodperspectives.com)

### What do others think of Food Perspectives?

"Our school has benefited from participation in the Food Perspectives program for the last nine years. It is an easy, convenient way to earn money for your school and help assure quality control of food products." - Miss Klevence, Principal, St. Elizabeth Seton School, Minneapolis

