

# Direct Mail Delivery Order Form & Pricing

Use this form to place your order by mail accompanied with computer disc or printed mailing list; or by fax with printed mailing list.

**Mail to: Yom HaShoah Yellow Candle Program**  
**P.O. Box 12582**  
**Scottsdale, AZ 85267**

**Fax to: 602-368-6357**

Fax orders are credit card only: MasterCard & Visa are accepted

- Yellow Candles™ are individually mailed in a white cardboard box to members of your congregation or organization. Each box contains a cover letter from your congregation or organization, including a tear-off form for contributions along with a poem, a meditation and a windowed return envelope.
- **Candles will be mailed standard nonprofit bulk mail about four weeks prior to Yom HaShoah.**
- **Delivery is available only within the United States.**
- **Directions for preparing the mailing list are on the reverse of this form**

- **Catch the “Early Bird” for Direct Mail Orders!**
- **“Early Birds” place your order before January 20, 2017!**
- **Direct Mail Deliver Orders have a minimum of 100 candles.**
- **Bulk delivery order form for cases of Yellow Candles, boxes or bags is the next page in this guide.**
- **Deadline for Direct Mail Orders is March 10, 2017.**



**For information or help call: 800-391-7293 (after 9am MST) or e-mail [info@yellowcandles.org](mailto:info@yellowcandles.org)**

Name of person placing order: \_\_\_\_\_

Organization name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

E-mail of purchaser: \_\_\_\_\_ Phone of purchaser: \_\_\_\_\_

Contact\*: \_\_\_\_\_ E-mail of contact: \_\_\_\_\_

\* The name of the Yom HaShoah Yellow Candle Program Chairperson/Leader in your organization.

Org. Website: \_\_\_\_\_ Org. Twitter: \_\_\_\_\_

Is your organization affiliated with one of the following movement organizations? If yes, please check the one that applies.

**FJMC, if yes Club #:** \_\_\_\_\_  MRJ  USY/USCJ  WLCJ  Other \_\_\_\_\_

Check if this is a first time order by your organization: Yes

Item	Quantity	Pricing – <i>Note: pricing is Date Sensitive!</i>	Subtotal
Yellow Candles – includes box, letter, poem, meditation & return envelope.		<b>x \$5.50 per candle on orders received by January 20, 2017</b> <b>x \$6 per candle on orders received after January 20, 2017</b>	
Computer Entry Fee – for input from a printed mailing list		<b>x \$.50 (50 cents) per candle</b>	
Data entry from a computer disc/file		No charge if properly formatted per our instructions	
Data reformatting fee - if the submitted electronic list is not formatted correctly		\$25 fee.	
Case(s) of Yellow Candles (48/per case) <i>Cases are often ordered in conjunction with direct mail and used: by Rabbi &amp; Cantor; religious school; given to new members, in displays or publicity; etc.</i>		x \$72/case for 3 cases or less If ordering 4 cases or more in addition to Direct Mail Delivery use both form, but send them together when placing and paying for your order	
Delivery Charge for case(s)		<b>x \$2 per case on orders of 3 cases or less</b>	
<b>Total # of items ordered:</b>		<b>Total Due:</b>	

- Check enclosed, payable to “FJMC”**  
 **Please Charge to Visa or MasterCard**

**Payment in full must accompany the order to be processed.**  
**Please print clearly**

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**Ship to for case(s) of candles, if ordered and if different than the person placing the order. Please note: home delivery is not available!**

Attention (Name of person receiving order): \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address (include room if applicable): \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

E-mail of recipient: \_\_\_\_\_ Phone of recipient: \_\_\_\_\_

Does your organization accept Friday deliveries? Yes  No



## Instructions for ordering Yellow Candles for Direct Mail Shipment

Yellow Candles™ are individually mailed by standard nonprofit bulk mail to members of your congregation or organization about four weeks prior to Yom HaShoah.

A mailing list with same number of names and addresses as there are candles in your order is required. For example, the minimum order is 100 candles, if that is the size of your order then your mailing list should have 100 names and addresses. It can be supplied as an electronic file as described below or a printed list.

### (A) Send a computer disk by postal mail with this order

- On a CD, DVD or thumb drive; in a **MS Word table** or **Excel – (.csv)** spreadsheet format
- **Prepare database fields as follows:**

Name, Address, City, State, ZIP (**FIVE FIELDS ONLY**)

### EXAMPLES:

Mr. & Mrs. Sam Schwartz, 222 Candle Street Apt. 2G, Cleveland, OH, 22222

Mr. & Mrs. Joe Stein	444 Blue Street	New York	NY	55555
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### Note:

- **Only the above file format is acceptable. If any additional fields are included, your data will not be acceptable.**
- An additional \$25 charge will be imposed if your data is formatted incorrectly but can be fixed.
- Another file or a printed list will be requested, if the original data is not usable.

### (B) Send a Printed List (typed or computer-generated only – **NO** hand-writing)

- There is a \$0.50 charge per name, for manual data entry of printed lists.
- Use the same format for information as described above for computer disks (Five fields only, to include: name, street, city, state, Zip).
- **Please do not send labels!**

### (C) Cover Letter

Only one (1) original of the congregation/organization cover letter is required.

### (D) Tear-Off Form

To facilitate the return of individual contributions to cover the cost of the Yellow Candle program and to support Holocaust commemoration programs, a tear-off form should be added to the bottom of the congregation/organization cover letter. The format for the tear-off form (to be returned in a standard #10 windowed envelope included in the mailing) includes a return address in the lower left so that it will show through the envelope window with space for the donor's name and address on the right. Sample letters with tear-off forms can be found by going on-line to [www.yellowcandles.org](http://www.yellowcandles.org)

### (E) Before Sending Order

- Do **all names** have **complete** addresses, including city, state, and ZIP code?
- Does the **number of names** on the list match the **number of candles** ordered?
- Are the name, address, phone number, website and other **contact info for your organization included?**
- Is the **letter** with tear-off form **from your organization included?**
- Is full payment for the entire order included?
- **REMEMBER: Deadline for ordering Direct Mail shipment of is March 10, 2017.**



Need resources? Visit: [www.yellowcandles.org](http://www.yellowcandles.org)

Have questions? Call (800) 391-7293 after 9am (MST)  
or e-mail - [info@yellowcandles.org](mailto:info@yellowcandles.org)



**YOM HASHOAH YELLOW CANDLE™**  
**Bulk Case Shipment Order Form & Pricing**



Use this form as a worksheet before ordering on-line or complete the form and return with payment.

**Mail to: Yom HaShoah Yellow Candle Program**  
**P.O. Box 12582**  
**Scottsdale, AZ 85267**

**Fax to: 602-368-6357**  
 Fax orders are credit card only: MasterCard & Visa are accepted  
 Orders sent by any method must be received by April 1, 2017.

**Best way to catch the "Early Bird" Deadlines!**  
**Place your order online today at:**  
[www.yellowcandles.org](http://www.yellowcandles.org)  
 or [www.fjmc.org](http://www.fjmc.org)  
 Website orders are credit card only: MasterCard & Visa are accepted

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Name of person placing order: \_\_\_\_\_

Organization name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

E-mail of purchaser: \_\_\_\_\_ Phone of purchaser: \_\_\_\_\_

Contact\*: \_\_\_\_\_ E-mail of contact: \_\_\_\_\_

\* The name of the Yom HaShoah Yellow Candle Program Chairperson/Leader in your organization.

Org. Website: \_\_\_\_\_ Org. Twitter: \_\_\_\_\_

Is your organization affiliated with one of the following movement organizations? If yes, please check the one that applies.

**FJMC, if yes Club #:** \_\_\_\_\_  **MRJ**  **USY/USCJ**  **WLCJ**  **Other** \_\_\_\_\_

Check if this is a first time order by your organization: Yes

Does your organization accept Friday deliveries?  Yes  No

**Ship to (if different than above address) Please note: home delivery is not available!**

Attention (Name of person receiving order): \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address (include room if applicable): \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

E-mail of recipient: \_\_\_\_\_ Phone of recipient: \_\_\_\_\_

**SAVE as much as \$11 per case! – Order Early! Free Shipping until 12/31/16. Quantity Discounts until 1/20/17**

Item	Quantity	Pricing – Note: pricing is Date Sensitive!	Subtotal
Candle order - 3 Cases or less		x \$72/case at all times. <b>Orders are taken until 4/1/17</b>	
Candle order - 4 to 14 Cases		<b>x \$69/case on orders received by January 20, 2017</b> <b>x \$72/case on orders placed after January 20, 2017</b>	
Candle order - 15 to 24 Cases		<b>x \$66/case on orders received by January 20, 2017</b> <b>x \$72/case on orders placed after January 20, 2017</b>	
Candle order - 25 Cases or More		<b>x \$63/case on orders received by January 20, 2017</b> <b>x \$72/case on orders placed after January 20, 2017</b>	
Cases of Cardboard Boxes (48 boxes/case)		x \$24/case at all times. <b>Orders are taken until 4/1/17</b>	
Packs of Plastic "Door" Bags (250 bags/pack)		x \$25/pack at all times. <b>Orders are taken until 4/1/17</b>	
<b>Delivery Charge</b>		<ul style="list-style-type: none"> <li>• x \$2 per case on orders of 3 cases or less at all times</li> <li>• Free Shipping – waived for "Early Bird" orders of 4 or more cases received by December 30, 2016</li> <li>• x \$2 per case on orders of 4 or more cases received after December 30, 2016. Orders are taken until 4/1/17</li> </ul>	
<b>Total # of items ordered:</b>			<b>Total Due:</b>

Check enclosed, payable to "FJMC"

Payment in full must accompany the order to be processed.

Please Charge to Visa or MasterCard

Please print clearly

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_