



## *Your Spring Fundraising Update*



**With a Look Ahead at  
WHAT'S NEW FOR FALL**



*Helping Fundraisers Since 1948*

# RADA'S FUNDRAISING PROGRAM

By using our flexible program, your group can raise money for the causes they care about. Sell our products using the method your supporters prefer – catalog, online, or both. Catalogs are great for those all-important face-to-face contacts with people in your area. Internet sales work well for everyone else, especially for friends and relatives who would like to help from afar.

## CATALOG ORDERS

Request catalogs by calling **1-800-311-9691** or online at **RadaCutlery.com**.

Our catalog creates tons of interest and gains your fundraising group many loyal supporters. Catalog sales bring in the most orders as supporters enjoy the face to face interaction.



*Choose Catalog Fundraising,  
Internet Fundraising, or BOTH!*

## INTERNET ORDERS

Sign up today at **radafundraising.com**.

You'll be given a personalized fundraising link to share on social media and/or by email. Profits are sent every month by eCheck.



# HELPING YOUR GROUP SELL MORE!

Take advantage of the tools Rada has to help your group have their best fundraiser!



## CATALOGS & ORDER TAKERS

are key to those all-important face-to-face sales. Showing Rada's wide variety of products will spark immediate interest. Have order takers on hand to make the process easy.



**OUR PRINTABLE POSTER** is a new sales booster. Simply download to your computer and fill out the details of your fundraiser. Then print and hang in prominent locations. It's great for reaching those in your community you might otherwise not have a chance to contact. Request your poster at [radacutlery.com/fundraising/poster](http://radacutlery.com/fundraising/poster).



**ONLINE TOOLS** make contacting your friends and family easy. We provide you with email templates and photos for social media, stepping you through the process and giving you useful tips and ideas along the way.



# COMING SOON!

Available August 2019

## Updated Catalog Design

Page after page of beautiful photos showcasing our products, with an up-close look at all the details.

### Paring Knives

Hand-cut steel best value. Perfectly sized for second pairing knife used for peeling, slicing, and paring.

**A) Regular Paring 3 1/2" blade | 6 1/2" overall**

Black	W001	\$4.75
Silver	R101	\$4.75

**B) Serrated Regular Paring 3 1/2" blade | 6 1/2" overall**

Black	W242	\$5.00
Silver	R142	\$5.00

Super Flow Blade™

*Paring Gift Sets on Page 30*

**New** *Peeling Paring*

This small knife fits nicely in your hand. It's essential for peeling fruits and vegetables, and great for creating garnishes!

**Peeling Paring 2 1/2" blade | 6 1/2" overall**

Black	W202	\$4.75
Silver	R102	\$4.75

### Heavy Duty Paring

Ideally suited for a wide range of kitchen tasks, this knife offers more control for tasks when peeling a slightly larger knife.

**Heavy Duty Paring 3 1/2" blade | 7 1/2" overall**

Black	W203	\$5.00
Silver	R103	\$5.00

### Super Parer

Our largest paring knife provides comfort and versatility. Perfect for paring jobs, big or small.

**Super Parer 4 1/2" blade | 8 1/2" overall**

Black	W221	\$6.00
Silver	R121	\$6.00

**2** [BADFUNDRAISING.COM](http://BADFUNDRAISING.COM)

### Granny Paring

This curved blade is perfect for intricate kitchen tasks. Making slicing and cutting a cinch - whether in an onion, cucumber, or cherry.

**Granny Paring 2 1/2" blade | 5 1/2" overall**

Black	W200	\$4.75
Silver	R100	\$4.75

### Craftsmanship

High quality, 70% high carbon stainless steel blades. Made in the USA.

Highly resistant to rust, stains, and discoloration.

Handmade blades.

Hard exposed to a wear-resistant finish.

Follows hand blades' unique construction to achieve maximum edge retention.

**Lifetime GUARANTEE**

At Bad Fundraising, we guarantee our product manufactured by our company or returned free due to defects in material or workmanship.

### Care Instructions

Hand washing of steel cutlery is recommended to prevent microscopic debris on the blades' cutting edges from becoming embedded in the food environment created by a dishwasher's high temperatures and detergents' enzymes.

**New Tougher Finish on Our Handles**

In response to government-mandated changes in dishwasher detergent, blades are updated in our processes to help your Bad Fundraising handles avoid being burnt. These processes help create an excellent barrier, protecting your blades from wear and corrosion during the washing process and ultimately extending the life of your blades.

**Metal Cleanser & Polish**

Rejuvenate aluminum handles for a smooth light gray finish. One pocket cleans or least 10 handles.

**1 oz. | \$8.00**     **3.25**

### Soup & Sauce Mixes

Nothing says "comfort food" like a hot bowl of soup. Nothing says "love" like the preparation of these flavorful Bad Fund soups!

**A) Pasta Fagioli**  
serves 4  
\$4.75

**B) Chicken & Wild Rice**  
serves 4  
\$4.75

**C) Chicken Tortilla**  
serves 4  
\$4.75

**D) Baked Corn Chowder**  
serves 6  
\$4.75

### Baked Potato Soup

serves 4  
\$4.75

**QB1**

### Cheddar Broccoli Soup

serves 4  
\$4.75

**QB4**

### Black Bean Chili

serves 6  
\$4.75

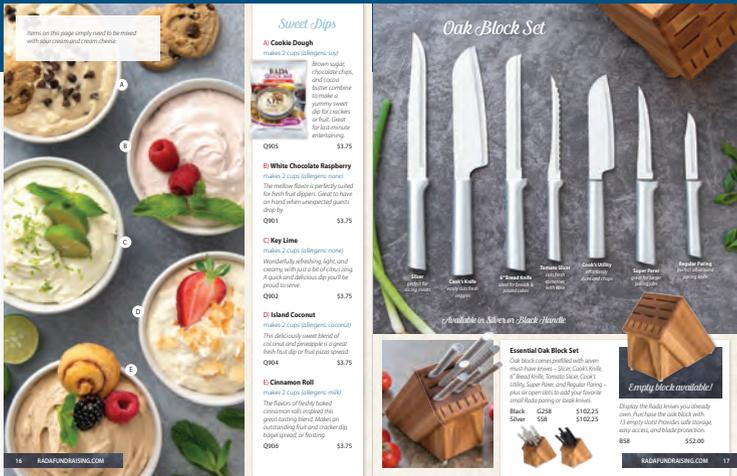
**QB6**

*Easy to make. Soup-erb to eat!*

**Beef Stroganoff Soup**  
serves 6  
\$4.75

**Chicken Gumbo Soup**  
serves 6  
\$4.75

**Scampi Sauce**  
serves 6  
\$4.75



You'll find all of our products, from *helpful kitchen gadgets* and *utensils* to our wide range of *delicious quick mixes*, *famous knives*, and *popular cookbooks*.

*Let us guide you through your fundraising journey.*

We've also updated our logo. We're the same company you trust for your fundraising needs with a fresh new look.



Old Rada Cutlery Logo



New Rada Cutlery Logo

# LEADER DASHBOARD

*Available August 2019*

*Designed to make it easier for all our fundraising leaders to navigate through every step of their fundraiser.*

**WELCOME TO YOUR DASHBOARD**

Sales Tools | Place an Order | Invite Guest Members | Videos & FAQ

**Your Catalog Fundraising Information**

**ORDER PLACEMENT HISTORY**

- Order Placement Date: 01/1/2019
- Order Delivery Date: 01/14/2019
- Order Placement Date: 02/7/2019
- Order Placement Date: 02/18/2019
- Order Delivery Date: 2/20/2019

**TOTAL CATALOG SALES: \$1,000.00**

**TOTAL PROFIT EARNED: \$400.00**

**Your Internet Fundraising Information**

**YOUR REFERRAL LINK**

<https://radafundraising.com?fsn=1234512345>

**TOTAL ONLINE CUSTOMERS: 30**

**TOTAL INTERNET SALES: \$1,000.00**

**TOTAL PROFIT EARNED: \$400.00**

**EASY REACH STATS**

Members Enrolled: 10

**PAYMENT HISTORY**

- Check Send Date: 01/14/19
- Deposit Date: 01/16/2019
- Check Send Date: 02/14/2019
- Deposit Date: 02/14/2019
- Check Send Date: 03/14/2019
- Deposit Date: 03/17/2019

## HELPFUL INFORMATION

**Track your orders, sales, total profit, and much more.**

Find exciting ways to expand your sales reach. Access to our video library and Help Center is just a click away.

## ENTER SORTED ORDERS ONLINE

Receive orders boxed by salesperson making it easy for the leader to distribute orders.

# EASY REACH PROGRAM

*Available August 2019*

*A time-saving tool for easily reaching your members and supporters.*

## **LET US DO THE WORK FOR YOU!**

- 1** You provide your members' names and email addresses. We'll contact them on your behalf via email.
- 2** Members provide names and email address of their supporters. Using your personalized Rada Internet Fundraising website link and your group members' information, we'll send automated emails to encourage them to support your fundraiser, helping your group earn profits!

***It couldn't be easier!***

*Last year more than 18,000 different churches, schools, clubs, teams, and youth groups chose Rada Cutlery for their fundraising project.*

# NEW IN CUTLERY *100% American Made*

*Available August 2019*



## OUR NEW KNIFE SERIES IS HERE!

Rada Cutlery is proud to present our new **Anthem Wave Series** knife collection, *available in August 2019*. We've taken some of our all-time favorite knives and given them a fresh look (these knives can still be purchased with the traditional silver handles and black handles too).



The **Anthem Wave Series** knives boast a slightly larger handle with an ergonomic grip. And their “wave patterned” black handle and matte finish look great too.

What’s this mean for our customers? The ever-popular **French Chef, Cook’s Knife, Slicer, Super Parer, Tomato Slicer, Serrated Steak Knife, and Heavy Duty Paring Knife** will all be available in your choice of three handle types! As a bonus, the Anthem Wave Series also includes a new **8” Bread Knife**. Three gift sets – **Anthem Serrated Steak Knife Set, Anthem Essential Oak Block Set, and Anthem Paring Knife Set** – complete the series.



## WHY ANTHEM WAVE?

*It seems fitting that the new knife series reflect to Rada’s commitment to providing 100 percent American-made products to our customers, with the new wave pattern on the handles being reminiscent of the stripes on the American flag.*

*To us, this symbolizes **pride, strength, and commitment** – **qualities at our core.***

*Anthem Essential Oak Block Set comes with the seven knives shown and six empty spaces for steak knives, sold separately.*



# EXCITING NEW PRODUCTS

all 100% American Made

*Available August 2019*



## POPCORN

These 8-ounce bags of **Old-Fashioned Caramel Corn**, **Caramel & Peanuts**, and **Tutti Frutti** (*individually fruit-flavored popcorn*) are perfect for gift-giving and ready to eat.

## WOODEN GRILL SCRAPER

Clean the grates of your grill safely and easily with Rada's new Wooden Grill Scraper. With this sturdy scraper, you won't need to worry about dangerous wire bristles getting into your family's food. Customized grooves will form with each use so the more you use it, the better it works.





## BAKING PANS

In three popular sizes – **12 x 16 x 1"**, **9 x 13 x 2"**, and **8 x 8 x 2"** – these pans are made to withstand the rigors of everyday use.

## UTENSILS

Eight must-have tools join our family of popular utensils. Quality materials at a very affordable price will keep these products in high demand.

Slotted  
Turner

Basting  
Spoon

Slotted  
Spoon

Ladle

Potato  
Masher

Meat  
Chopper

Pasta  
Server

Skimmer



# WHAT OUR CUSTOMERS LOVE

We're proud of all our products – each and every one is exceptional in its own way. These ten essentials are some of our customers' favorites.



## Paring Knives Galore Gift Set

Includes Peeling Paring, Regular Paring, and Heavy Duty Paring.



## Tomato Slicer

Easily glides through any tomato, big or small, without squashing, so you get perfect slices every time.



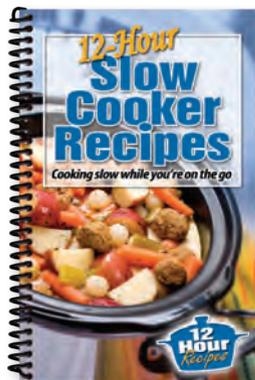
## Spinach Artichoke Dip

A rich blend of spinach, artichoke, and Parmesan cheese.



## Baked Potato Soup

A creamy soup mix with the hearty, satisfying flavor of baked potatoes.



## 12-Hour Slow Cooker

Gone all day? These 12-hour recipes are a must!



### Food Chopper

The sharp edge works wonders on celery, eggs, and biscuit dough.



### Vegetable Peeler

The dual blades work well for right- or left-handed individuals.



### Cook's Knife

A go-to favorite that can be used on just about anything, from slicing vegetables to cutting meat.



### Knife Sharpener

An indispensable tool for keeping your Rada blades sharp.



### Six Serrated Steak Knives Gift Set

Includes six Serrated Steak Knives.



### Ice Cream Scoop

The specially shaped bowl of this rugged scoop easily serves even the hardest ice cream.



# PEOPLE ARE TALKING ABOUT RADA

We love hearing from our fundraisers! Every year, thousands of people contact us about the great success they've had with Rada products.

**Health Occupation Students of America (HOSA)** is a repeat fundraiser with Rada. According to HOSA students, Rada products were so well known that in many instances hard selling wasn't necessary, "The customer nearly snatched the catalog from our hands to begin shopping!" Their profits allowed some students to attend the State Leadership Conference who might not otherwise have the chance. "Thank you for providing a fundraiser that is easy to sell, fun to use, well known, and doesn't cause anyone to directly put on added pounds," said the HOSA advisor.



*Saluda High School's SC HOSA State Leadership Conference*

*Rada – helping fundraising groups since 1948.*



**WHY CHOOSE RADA?** Pat's Martial Arts Tae Kwon Do School says, "After extensive research into fundraising options, we ran across Rada. We found that people liked the idea of something practical for themselves or for gifts, and Rada's pricing was affordable. We've heard only positive feedback from buyers." The school uses the funds raised to send their students to tournaments, which means so much to the many low-income and foster families that participate. "We plan to continue to use Rada for fundraising, as it seems to be that 'something different' we were looking for!"



*Martial arts students practice their skills*

*Choose Rada for your next fundraiser and see the difference it makes.*



*The home of Rada Mfg. Co. in Waverly, Iowa.*



## **MADE IN USA... WHAT IT MEANS TO US**

**MADE IN USA**

**Made in USA** – those few words mean a lot and ultimately have a huge impact!  
*Buying products made in the USA keeps our economy thriving.*

When you purchase our American-made products, you can be assured you're getting quality merchandise – we stake our reputation on it! All our products carry this **LIFETIME GUARANTEE**: *Rada Mfg. Co. will replace any product manufactured by our company returned to us due to defects in material or workmanship.*

We're able to continue manufacturing completely in the heartland of the United States because our dedicated employees are committed to our mission of providing our customers the very best kitchen knives and utensils for their dollar.

*At Rada, we take our "100% American Made" commitment very seriously. From raw materials and parts all the way through construction, every Rada Cutlery product is exactly that – 100% made in America.*



*Casting Molten Aluminum*



*Handle Belting*



*Blade Sharpening*



**SPRING is a great time  
to start planning your  
BEST FUNDRAISER YET!**

“I've received Rada gifts and have also given them. I LOVE that they're made in USA and have NEVER been disappointed with the quality or functionality of any of the items I've used. With that, I say, thank you for a great "Made in America" product!”

– Tanya, Girl Scout Troop, Michigan

**Let us help you  
SUCCEED**

**Rada Mfg. Co.**

P.O. Box 838

Waverly, IA 50677

Phone: 1-800-311-9691 or 319-352-5454

Fax: 1-800-311-9623 or 319-352-0770

Mailing Code



**LOOK FOR GREAT NEW  
PRODUCTS AND IDEAS INSIDE!**