



# The Scoop

Sept/Oct 2013

## A Newsletter for FPI Testers

### 2013 Fall Bonus Program

Did you know that FPI offers a great fundraising opportunity for nonprofit organizations? Since its inception, Food Perspectives has helped FPI Testers raise over **\$3.2 million** for their favorite nonprofit organizations! Create a fundraising group with FPI Testers and every time one of your members participates in a taste test, \$10 goes to your organization, AND the individual tester gets paid too! **PLUS**, earn additional \$\$\$ for your group with the **2013 Fall Bonus Program**.

For all new fundraising testers who sign up in September or October, FPI will donate an **extra \$10** to the organization for the new tester's first test, between now and March 31, 2014. How's that for easy fundraising! Check out Fall Bonus Program details at [www.fpitesters.com](http://www.fpitesters.com). Need to get your group set up with us? Check out the Fundraising tab. You'll find everything you need.

### Qualifying for Higher-Paying Tests

Want to increase your chances of qualifying for our higher-paying discussion groups? Make sure to attend every test you schedule for. Too many cancellations will negatively affect your chance to qualify. Focus groups require testers with excellent attendance histories, as even one missing person can have a big impact on these small group discussions. So don't be a no-show, and keep cancellations to a minimum.

### It takes all kinds of people!

Do you ever wonder what we look for when choosing respondents for tests? For many tests, we look for both users AND non-users of products. We can learn a lot from both types of respondents. So next time you screen for a test, don't assume you won't qualify if you aren't a frequent user of a product. You might be just who we're looking for!

### Turning 18?

If you are a young adult, or the parent of a young adult, we need your help to update our records. Young adults are often in high demand for our tests. Whether living with parents, out on your own, or away at college, checking our website for available tests is a great way to find a test to fit any schedule. If away at college, check our website 1-2 weeks before coming home to try to qualify and schedule for a test.

Each person 18 years or older should have their own email address and phone number, in order to receive their own testing opportunities. Contact Customer Care to update your records today!

### A friendly reminder...

Please do not wear fragrances to our testing facilities, and if you are a smoker, do not smoke in the 2 hours prior to the start of your test. Scents affect how things taste, and can cause discomfort for those with allergies or sensitivities. Respondents who don't adhere to this policy may not be allowed to test, and may not be paid. Please help us keep FPI fragrance and smoke-free. We appreciate your cooperation!

### Online Help

The same questions you get answered by calling our Customer Care line can be answered by using our online chat. The chat feature is available during the same hours as Customer Care. Just go to [www.fpitesters.com](http://www.fpitesters.com) and look for the Chat Now button at the bottom left on your screen.

Questions can also be answered on Facebook. Like FPI Testers on Facebook and you'll get additional notices of testing opportunities. Post your questions and we will post a response.

Customer Care: 763.354.2776  
9-9 Mon-Fri 9-5 Sat  
[www.fpitesters.com](http://www.fpitesters.com)

**Thank you for being an FPI Tester!**  
***Taste Food. Get Paid.***



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