



WHAT ARE YOU WAITING FOR?

Contact us now to get started any time of the year.

22 Whitney Drive
Milford, OH 45150
513-248-7600
513-248-7606 fax
1-800-531-1484
sales@gordonbernard.com
www.gordonbernard.com

CREATE A SUCCESSFUL CALENDAR FUNDRAISER WITH



THE NATION'S OLDEST FUNDRAISING COMPANY

“This is our 3rd year doing a pictorial calendar with Gordon Bernard. Our high school cheerleaders work very hard not only cheering sidelines and pep rallies but they also work through out the year to be a full competition squad. Most of our expenses would come out of parents' pockets without successful fundraisers & these calendars have been one of our major sources. Area businesses and supporters have been so impressed with our calendar that we've had to add in an additional month and turn away picture sponsors. Thank you to Gordon Bernard for creating a high-quality product at a reasonable price.”

*Purvis High School Cheerleaders
Purvis, MS*

“Each year, our calendar gets better and better ... and I want to thank you and every member of GBC who made this year's calendar possible. I appreciate all of your hard work dedication, and truly enjoy working with you! You have no idea, the many lives this calendar enriches ... and whose proceeds it helps save!”

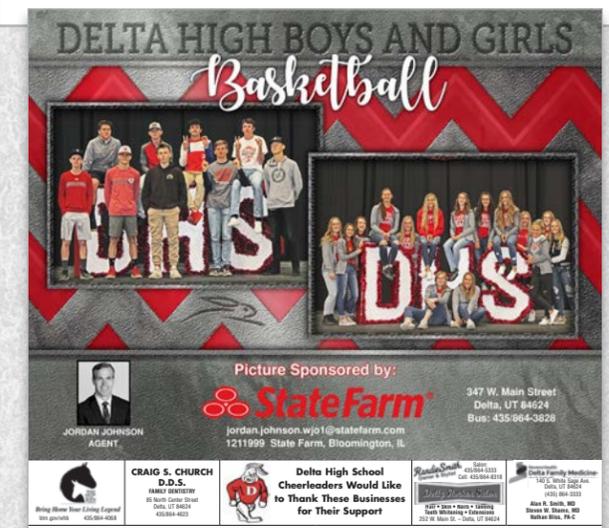
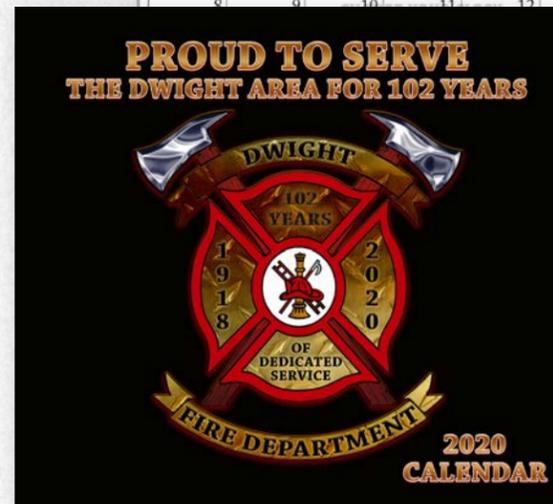
*Neuse River Golden Retriever Rescue
Raleigh, NC*

“Our calendars arrived yesterday! Naturally, I had to open a box immediately and have a look. They look fabulous and I am so pleased. I can't wait to share them with our other members and begin selling them to the public on Saturday. We can't thank you enough for all your hard work and attention to detail. We are especially grateful that you were able to catch and make those last minute corrections. Please convey our thanks to your entire team for a calendar of which we can be proud to display.”

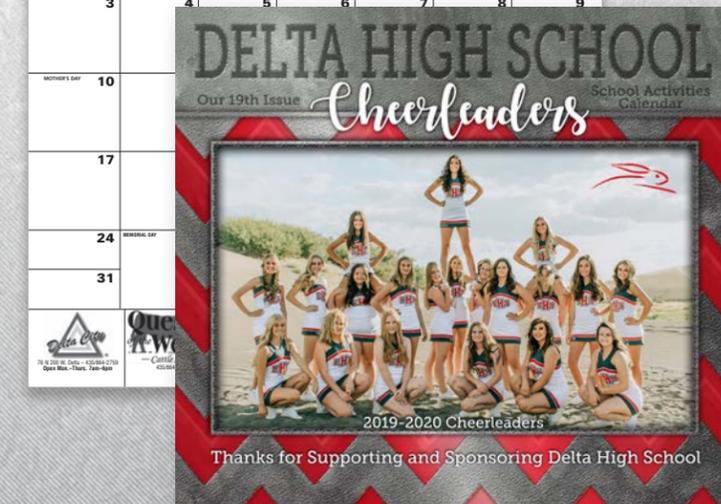
*Isle of Wight
Smithfield, VA*



MARCH 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



MAY 2020						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2					
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



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ABOUT US

At GBC Fundraising, our longevity, reputation, professionalism and reliability sets us apart from other fundraisers. Since opening our doors in 1949, we have printed millions of calendars for thousands of non-profit organizations. We take pride in standing by our product and providing the best possible experience to our customers. We would be thrilled to work with you!

WHAT IS A GBC FUNDRAISING CALENDAR?

1. PHOTO SPONSOR
2. MONTHLY PHOTOS
3. COMMUNITY LISTINGS or TIPS
4. PAD OVERPRINT
5. DISPLAY ADS

*ADD Donation Letter for additional revenue.

Fundraising calendars are a great way for your group to raise funds!

- Unlimited profit potential
- You set your own prices and keep the profit.
- Calendars are needed, used daily and replaced every year
- Advertising is a way to support your local business community while they in turn support you!

WIN • WIN • WIN

PRO TIP
DESIGNATE SOMEONE TO HANDLE AD SALES, LISTINGS AND YOUR GROUP PHOTO(S)



Thank you Edgewood Dental for your support.

NOVEMBER 2020

FIRE SAFETY FACT
In a smoke-filled room, stay low to the floor and crawl to safety.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 SMOKE DETECTORS check batteries	2 Discarded oily rags may catch fire	3 NEVER put gasoline in any open heater	4 Present homes by having a fire escape	5 Check to make sure ALL windows open easily	6 FIRE PREVENTION clean your furnace	7 NEVER add starter fluid to an already running law
8 INSPECT ATTIC for possible fire hazards	9 NEVER overload electrical outlets	10 FIRE FIGHTERS save property	11 Have Qualified electrician inspect or correct your wiring	12 When escaping a fire, NEVER CURELY	13 FIRE PREVENTION close your chimney	14 Watch out for BACKDRIVE hoses
15 COOL a burn with COLD water	16 SMOTHER grease fires	17 Keep children away from sources of heat	18 Close SPACES HEATED pipes (at least 3 ft.)	19 In case of fire, GET OUT! STAY OUT!	20 Don't "LOVE" water hoses to EXT	21 Have SERVICED streets for heavy duty appliances
22 NEVER allow young children to help with cooking	23 Avoid dangling cords on kitchen counter	24 HEAT OIL SLOWLY	25 In the event of fire, DO NOT RE-ENTER	26 FREQUENTLY inspect children what to do in case of fire	27 Children do not HEAR smoke detectors	28 NEVER re-enter fire area for pets or possessions
29 INSPECT GARAGE & WORKSHOP for possible fire hazards	30 New FLASHLIGHT handy					

Logos: CLAcconnect.com, CEC, ATEK Access Technologies, Lakes PROUD



Your calendar project will run smoothly by selecting a 3 week timeframe to sell ads, collect listings and submit your order.

EXAMPLE

- August 3, 2020 Begin Sales
- August 17, 2020 End sales
- August 24, 2020 EZO calendar submission by week 3

DECIDE YOUR GOAL

To meet a \$5,000 profit goal on a 200 calendar order, you should sell 18 ads for \$200.00 each - or - less ads at a higher rate.

Here is an example:

- Your income generated from selling the 18 ad spaces at \$200.00 each is \$3600.00
- Your income for selling the calendars to your supporters at \$20.00 each is \$4000.00
- Your expense of 200 pictorial calendars is \$1774.00 (\$8.87 each)
- Your expense of 18 advertising spaces including color and logo is \$652.50 (\$36.25 each space)

Overall totals:

Advertiser income + calendar income = \$7600.00

Expenses of calendar costs and ads = \$2426.50

Total Profit = \$5173.50

Suggested Advertiser rate breakdown:

365 Days of advertising based on a quantity of 200 calendars

- \$200.00 per block space for 365 days equals an ad rate of .55 cents a day / \$16.99 per month.
 - This is a huge value to your advertiser! Low ad rates with high visibility.
- \$500.00 per block space for 365 days equals an ad rate of \$1.37 per day / \$42.47 per month.
 - Another great value to your advertiser! Once again, low ad rates with high visibility.

*Common Advertising rates to businesses go up into the thousands for just one month of advertising. Your program is much more cost effective for them and benefit you as well.

READY TO GET STARTED?

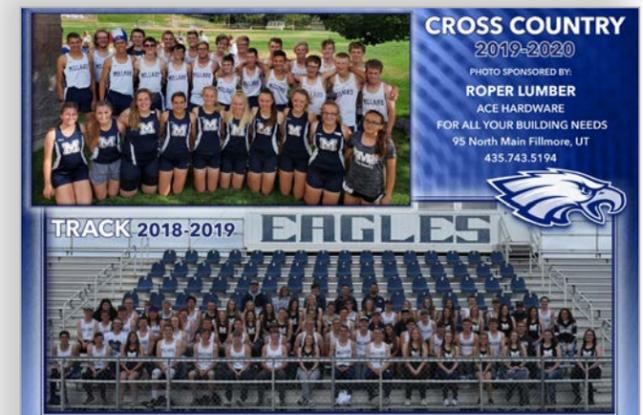
Reach out to us!

Locate your rep by visiting

- www.gordonbernard.com
- Contact our main office at 1.800.531.1484

BE READY TO ANSWER THE FOLLOWING:

1. What is your financial goal?
2. How will you distribute?
3. Will you include listings?
4. Will you sell advertising?
5. When will you run your 3 week project?
6. When do you need your calendars?



AUGUST 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	2 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	3 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	4 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	5 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	6 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	7 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Logos: Intermountain, 5+5, rockcanyonbank, Filmore Farm, etc.