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FUNDRAISING GUIDE TO SUCCESS

QUICK REFERENCE GUIDE TO ORGANIZING YOUR CALENDAR PROJECT

“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!”

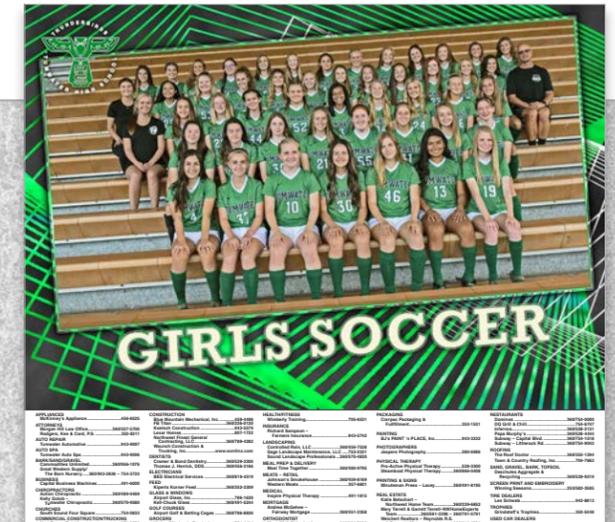
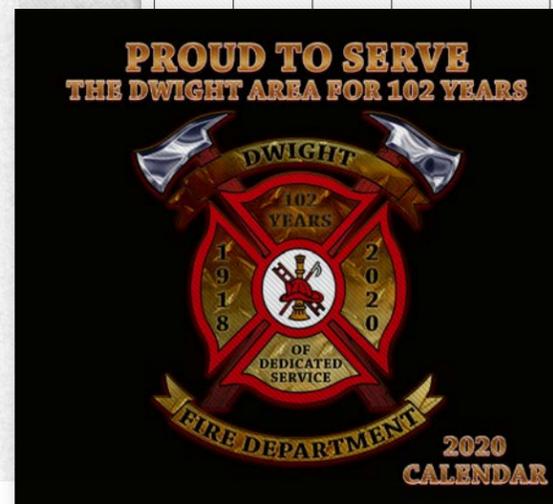
*Neuse River Golden Retriever Rescue
 Raleigh, NC*

“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*



FEBRUARY 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
						14
						15
						21
						22
						28
						29



AUGUST 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9						
16						
23						
30						



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STEPS TO SUCCESSFUL FUNDRAISING

1. DECISION TIME!

Before You Begin, it is Important to Decide:

- Which style of advertising do you want to sell?
- How much will you charge for the advertising spaces?
- Will you sell your calendars or give them away?
- How much will you charge for the calendars?
- Will you offer photo sponsorship?
- Will you offer listings to your calendars (ex: events, birthdays, etc)?

2. WHAT TO DO NEXT

Set Up Your Calendar Committee.

You Will Need:

- Arrange for your calendar photo
- Sell advertising
- Manage the calendar sales
- Manage monthly photo sponsorships

3. ABOUT YOUR CALENDARS

Decisions to make:

- Choose your template design
- Determine your start month
- Cover Design - What will you include on the cover?
- Which photo will go on each month?

5. WHAT TO SEND IN WITH YOUR ONLINE ORDER

When using EZO to submit and complete your order:

- Your digital photo files along with the copyright permission slip
- Any logos for your display ads
- Mail your check or call us with your credit card payment.
- Utilize the file upload link to electronically submit your files.

4. SUBMITTING INFORMATION WITH EZO

- Select the proper starting month & year for your calendar
- Enter all necessary Ad information
- Digitally upload necessary logos and photos and mail in hard-copy ads
- Enter all Listings (ex: Events, Birthdays, etc.)
- Verify Order Details: quantity, color, special instructions
- Verify shipping information and submit order online

CHOOSING WHICH FEATURES WORK BEST FOR YOUR GROUP

TIPS | ADS | COLLAGE | ORGANIZATIONAL INFO



KEEP IN MIND THE VALUE OF YOUR ADVERTISING SPACE AND THE IMPORTANCE OF DRIVING REVENUE THROUGH YOUR ADVERTISERS!

WE RECOMMEND INCREASING THE PRICE OF YOUR AD SPACES INCREMENTALLY EVERY YEAR OR EVERY OTHER YEAR TO CONTINUE THE FINANCIAL SUCCESS OF YOUR FUNDRAISER.

PHOTO SPONSORSHIP - ALLOW BUSINESSES TO SPONSOR YOUR PHOTO(S) FOR ADDITIONAL REVENUE.

PLEASE CONTACT YOUR REPRESENTATIVE TO LEARN ABOUT WAYS TO MAXIMIZE YOUR CALENDAR FUNDRAISER.