

Getting Started with your Calendar Project



4 ESSENTIAL QUESTIONS:

1. How will you sell/distribute calendars?
2. How will you obtain photos for the calendar? 1 cover photo + 12 monthly photos + date block photos
GoGo Photo contest is the best way to manage all photo submissions
3. Will you sell advertising space in the calendar?
4. When do you need the calendars in hand?

GET ORGANIZED (Building your Dream Team)

Who will be the **calendar chairperson** and main point-of-contact with GBC?

Who will handle the **calendar sales**?

Who will handle the **business sponsorship sales and collection**?

Who will be in charge of the **photo submissions** for Monthly & Date block?

GET THE WORD OUT

How will you get the message to as many of your supporters as possible and motivate them to participate in the calendar?

- Social Media
- Newsletter
- Email blast
- Advertise in local papers
- Radio stations
- Church and other community bulletins
- Reach out to all former adopters/supporters

MAKE THE MOST \$\$

Determine selling **price** of the calendars

How much will you sell **date block photos** for?

How much will you sell the **advertisements** for? Consider:

1 month price / 3 month price
6 month / 12 month
Color or B&W Ads

How much will you charge for each of the **monthly photo spaces**?

Consider a photo contest for this portion where there is a minimum per picture but no ceiling as to how much \$\$ each can bring in.

If you plan to sell these for higher amounts, consider having professional photography donated to these supporters and acknowledge the photographer in the calendar.

Incorporate a **“WishList”** and/or a **“Donation Letter”** on the inside covers to tell your supporters your greatest areas of need throughout the year and how they can help.

Consider including a statement thanking the participants/sponsors and letting them know exactly how these funds are planned to be used to benefit the organization.