

Getting Started with your GBC 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
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 responsible for inputting the necessary information for the calendar?

- Ads • Listings • Order Details (organization info, color, quantity...etc)

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

MAKE THE MOST \$\$

Determine selling **price** of the calendars

Will you sell **Display** or **Directory ads** or both?

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

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

Will you raise **\$\$** through monthly photo sponsorship?

Consider having professional photography donated to these supporters and acknowledge the photographer in the calendar.

Consider selling this space as a large/premier **advertising & sponsorship opportunity**.

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

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