CREATE A SUCCESSFUL FUNDRAISER WITH

GBC fundraising





22 Whitney Drive, Milford, OH 45150 | 1.800.531.1484 Fax: 513.248.7606 | help@gordonbernard.com | www.gordonbernard.com

ABOUT US

At GBC Fundraising, our longevity, reputation, professionalism and reliability sets us a part 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?



Run your calendar project 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

Cost and Profit Example:

To meet a \$5,000 profit goal on a 200 calendar order, you should sell 36 ads for \$200.00 each – or- less ads at a higher rate without selling a single calendar.

Here is the breakdown:

- Your cost of 200 calendars is \$854.00 (\$4.27 each)
- Your cost of 36 advertising spaces including color and logo is \$1305.00 (\$36.25 each space)
- Your income generated from selling the 36 ads at \$200.00 each is \$7200.00

Expenses of \$854.00 + 1305 = \$2159.00 Ad income = \$7200

This leaves a profit of \$5041

Suggested Advertiser rate breakdown:

365 Days of advertising based on a quantity of 200 calendars

- Ads @ \$200.00 per block space = .55 cents a day / \$16.99 cost to your advertiser per month.
- Ads @ \$500.00 per block space = \$1.37 per day / \$42.47 cost to your advertiser per month.
- *Make additional revenue by selling your calendars! Suggested calendar sale rate = \$10.00 per calendar

READY TO GET STARTED?

Reach out to us!

Locate your rep by visiting

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

PRO TIP

TAP INTO YOUR IMMEDIATE
CONNECTIONS FIRST TO SEE IF ANY
OF THEIR LOCAL BUSINESSES WILL
SPONSOR AN AD!

VISIT ADVERTISERS IN PERSON TO EXPLAIN THE WAY THEY BENEFIT FROM ADVERTISING ON YOUR CALENDAR.

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. What date do you need your calendars?



Thousands of dollars are raised annually by Firefighters, Auxiliaries, Rescue Squads and Explorer Cadets through the

FIRE PREVENTION CALENDAR

The fire prevention calendar is a fundraising tool that:

- Increases the awareness of fire safety/prevention
- Raises funds needed to carry out the important programs of our fire fighting professionals
- Calendars are customized for each group

How does the Fire Prevention Calendar work to raise money?

- It is formatted with space for advertising and listings from local businesses and organizations.
- There is space to add coupons
- The calendar can be sold to people in the community OR
- It can be given away in return for a donation

What makes the Fire Prevention Calendar both important and useful?

- Each month contains a potentially life saving Fire Prevention Fact
- Each day contains helpful fire safety tips and reminders
- Emergency phone numbers are listed prominently for easy access
- Money saving coupons are a welcome value in any home
- Advertising on calendars puts people in touch with goods and services they need
- Add community events





What are the elements of a Customized Fire Prevention Calendar?

- Your organization's name
- The color photograph of your choice
- Display advertising space featuring logos and copy
- Directory Advertising featuring the business name and phone number
- 12 full months starting with the month of your choice
- A seasonal fire safety slogan and illustrations for each month
- Fire Prevention tips and reminders
- Coupons printed on the back of monthly sheets adding value to your calendar
- Space under the calendar pad for additional information
- Change your battery, change your clock reminder overprinted on March and November.
- Include a Donation Letter to call on community support for your Department



23 Earn a reward, VOLUNTEER

Keep appliances clean 20 REVER uso an elevator 21 INSPECT KITCHEN for 22 In case of line -- of create & claring a fine

FIRE INFO PACK

On every GBC Customized fire calendar, we offer four main features to promote FIRE SAFETY EDUCATION throughout the calendar.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MOVE DETECTORS theck batteries	Use cely 15 amp faxes for your household lighting circuits	INSPECT LIMING APILAS for possible live hadavids	Drive at least ZED R, behind Enempercy Vehicles	Report five promptly Every second counts	Keep flammable objects clear of slove	FIRE FIGHTERS save lives
Rildren do not HEAR smake they REAR smake delectors	NEVER open a close that its	Year life may depend on a FIRE FIGHTER	Keep MATCHES & LIGHTERS any local children	Be save year 511 address to easily would be	Stare Barerible liquids properly	in case of evapuation — profeteration a meeting place
lly raps are bazardeus - dispess of properly	NEVER store gassiles is glass or plasts containers	W clothes cards fire- STOP - DROP - ROLL ST. PARRICK'S CAY	Flace energiests phone existers on EACH phone	Water & electricity do NOT rela	Fire related destite ARE pre-entable	Keep cooking areas clear of contautibles
eep PART THINKER 6 GASCUNE in 18 physician continent	NEVER BURN CARDLES rear cartilles 23	NEVER HISE FROM FIVE.	Keep year aftic well verifized	NEVER OVERLEAD WAT TOOKED	Keep stains FREE of cluster	Have SEPHANTE circuits to beavy duty appliances
heck ASHTRAYS before emplying them into garbage	NEVER bide in a close! If basse is on firm	Plan your escape: KNOW TWO MAYS OUT!	L TOOK D		FEBRUARY 2020 5 M T W T F 5 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 16 19 20 21 22 22 24 25 26 27 26 29	APRIL 2 5 M T W T F 1 2 3 5 6 7 8 9 10 12 13 14 15 16 17 19 20 21 22 32 42 26 27 25 29 30

Priced separately, these four features would cost \$70.00. To get the best value for your money to benefit your organization and community, request the "FIRE PREVENTION PACKAGE" to receive this special rate on all four features for \$50.00.

1. 365 DAILY FIRE SAFETY TIPS \$20.00

2. MONTHLY ILLUSTRATIONS AND SEASONAL FACTS \$25.00

4. "CHANGE YOUR CLOCK CHANGE YOUR BATTERY" \$20.00



When submitting your order please indicate the "FIRE PACKAGE" FOR \$50.00 ON LINE 12 (Specialty Calendar Items/Options) on your order form.

\$70.00 \$50.00



GBC FUNDRAISING since 1949

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Office Hours: Mon - Fri 8:00 a.m. to 4:30 p.m. EST