



## CONTACT US

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*"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*

# FUNDRAISING GUIDE TO SUCCESS

## QUICK REFERENCE GUIDE TO ORGANIZING YOUR CALENDAR PROJECT



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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 use?
- Will you offer photo sponsorship?
- Will you sell your calendars or give them away?
- How much will you charge for the calendars (if selling them)?
- How much will you charge for the advertising spaces?
- Will you apply listings to your calendars?

## 2. WHAT TO DO NEXT

Set Up Your Calendar Committee.

You Will Need:

- Someone to arrange for your calendar photo
- Team to sell advertising
- Team to oversee the calendar sales
- Distribution Team

## 3. ABOUT YOUR CALENDARS

You Need to Decide:

- Your color for the Ribbon Banner and Monthly Dates
- If you will use traditional (large) or appointment (small) style numbers
- If you will include coupons, reorder forms, overprints or fire safety messages on your calendar

## 5. WHAT TO SEND IN WITH YOUR ORDER

When using EZO, to submit and complete your order:

- Your photo or digital file, along with the copyright permission slip, if needed
- Any logos for your display ads
- Mail your check along with any other materials to our main office address.
- Keep a copy of all files sent or mailed. You will need these copies if we call you with a question about your order.

## 4. SUBMITTING INFORMATION WITH EZO

- Select the proper starting month & year for your calendar
- Enter all necessary Ad information
- Digitally upload necessary logos/files or mail in hard-copy ads
- Enter all Events, Birthdays, Anniversaries
- Verify Order Details: quantity, color, special instructions
- Invoice actively displays as calendar information is entered
- Verify shipping information and submit order online

## CHOOSING WHAT WORKS BEST FOR YOUR GROUP

### DISPLAY ADS

### DIRECTORY & DISPLAY ADS

### PHOTO SPONSOR



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

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.

