



Goes[®] Lithographing Company

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HOW to MAKE a CO-Operative FUND RAISER FIRE DEPARTMENT SAFETY CALENDAR succeed for your COMMUNITY.

Sponsors pledge a specific dollar amount for certain informative parts of the calendar. Pledges under-right the entire manufacturing and shipping cost and guarantees a successful Fire Department fund raising program.

Local Cell Phone Photos; 12-submitted local action photos show every home in the community just how the dedication of volunteers, rescue personnel and fireman saves lives and property. 1- Photo is positioned next to each of 12 months, with sponsors name printed below photo. These images encourage recipients to return the reply fund raising donation envelope because they understand their community's direct involvement.

All Sponsors and Photographers are credited for their sponsorship area on the calendar backer; dollar level support is not mentioned.

#1 Sponsor @ \$1000 gets the financing of the program going immediately. The calendar manufacturer donates the printing of a full color Fire Truck / Station image with a 3 box extended ad copy below picture. The sponsor supports the addressed reply envelope with enclosed donation card soliciting a selected level of support from \$10- \$50. Reply envelope is attached over the November month of 1000+ calendars, is easily seen and conveniently returned. Receives 100 calendars. Picture & ad area 6.25 x 6.25 inch.

#2 and #3 Co-Sponsors @ \$400 each support the impressive top main header with department name, location, Fire Call number and logo. Printed in red reverse and black across the entire calendar with logos of the department on a white field. The instructional escape route/ meeting



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place planning map is located on the instructional backer of the calendar. This is THE MOST important family planning activity that saves lives and deters others from burning building reentry. Each Sponsor receives 60 calendars. Ad block 2x3.5 inch

Sponsors #4-15 @ \$200 each individual block ad supports 1 of 12 calendar months –October through September, each sponsor name printed directly under one local cell phone photo. Each receives 30 calendars. Ad blocks 2x 1.8 inch.

Sponsors # 16-28 @ \$200 each individual block ad supports 1 of the 12 fire safety tips printed on the back of each month, sponsor name printed next to tip. Each receives 30 calendars. Ad blocks 2x 1.8 inch.

Sponsors #29-38 are printed on the backer@ \$125 each. Support level is lower amount because the backer is facing the wall most of the time. Up to 10 ads are located on the backer; they support the 2color layout & all informational copy concerning the department as submitted by the coordinator. Each receives 6 calendars. Ad block 2 x 1.8 inch.

Informational area suggestions: supported by Backer Sponsors.

Service Roster, Past Fire Chiefs, Past Honoree's, a Listing of names and years of service will be referenced by the community. Types of fires and training seminars attended last year, Mission Statement of the Department, Boundary map of district served all reference an involved strong department. Recruitment procedures get young people aware of their future. Inclusion encourages young adults to consider service or support after graduation or later in life once settled within the community. Spaces for important phone #s such as sitter, Dr., neighbor, family & friends provide a centrally located spot for the entire family to use.



LAYOUT FACE.....BACKER

Quick Distribution of ALL calendars is the most important task to complete a successful fundraiser program. The fund raiser reply envelope and the businesses need exposure immediately. Distribution may use several methods to quickly place each within the hands of a caring Community.

- 1. Each business hands out a calendar to its known repeat customers over the counter-at point of sale. This is similar to the traditional thank you for your business - a personal gifting at year end.*
- 2. The fire department staff in uniform distributes calendars door to door. Suggestion; Fire Truck parks in middle of block / Turns on siren/ People flock outdoors to see what's up and calendars are passed out. This works well for selling summer Chicken Roast tickets.*
- 3. When a calendar is received from a Fireman the resident is face to face with those who may save life and property. There is no better way to teach appreciation for their dangerous work and their dedication to the community resident.*
- 4. Hand out calendars at school's PTO, Lodge, Chamber and Church meetings, if quickly done within the week duplication is minimal.*
- 5. Mail is costly but is an option. Some postal rules allow for occupant delivery on selected residential routes.*
- 6. Newspaper delivery persons may deliver with paper on route.*
- 7. Combined methods and means do vary by area but the goal must be to distribute quickly. The home display is guaranteed by the relevant content of interest to every community resident.*



STEPS to produce Program

1 The more sponsors the wider distribution of calendars are made and costs are shared resulting in greater benefit for business and fund raising program,

2 Goal to find 38 sponsors who select from above sponsorship levels.

3 Sponsorship support is suggested within. Determine the levels of support desired. Lower amounts result in less of an immediate guaranteed dollar fund raiser- but do reduce suggested support level required from businesses. Same or higher support levels jump start campaign may allow greater deductions for business donations.

4 Gather all advertising copy whether it be hand written, business cards edited or not, phone book display ads, brochure logos and business cards, e-files put together by the business are best. Factory supplies Escape route copy & graph.

5 Scan all copy, number by sponsor block location number 1-38. Send to our FTP site www.printitfor.me or mail to our address. Scanning will incur an additional charge to be advised. Send cell phone pictures to ftp site we will advise the best to resize.

6 We put together a rough layout and send e-mail proof for copy content.

7 Return corrections and pay 1/3 of cost per contract.



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8 Corrections made color added; this should be final correct proof. If OK email is sent to factory. Factory will mail a paper proof for final look and OK on request.

9 Final paper proof is OK'd by email to factory.

10 Upon final proof OK Pay 2nd 1/3 of cost per contract.

11 Factory produces calendars, attach reply envelope, slip sheet conveniently by sponsor-100, 60's, 30's, 6's, & box.

12 Ship and bill per contract. Tracking #'s furnished and we watch for delivery.

13 Coordinator receives delivery.

14 Day after delivery 3rd and final payment including shipping paid.

15 Distribution starts as planned by your group.

16 Distribution completed in 7 days.

17 Coordinator receives 1st reply envelopes via USPS or drop off.

18 Wait & expect 90 days to receipt of last reply envelope, tally donations make final report to committee of costs and net donation of fund raiser.

TIMELINE REQUIRED for SUCCESS

Overall a 65 day time line is required from receipt of contract and \$100 deposit to our payment received.



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Contract signed entered at factory by USPS, E- mail, fax Day #1. T=1
20 calendar days to receipt of assembled scans and documents. T=21
12 days to first proof. T=33
7 days to your receipt of second proof. T=40
5 days to our receipt of final ok. T=45
14 days of production. T=57
4 days transit. T=61
4 days grace time any where needed. T=65

COMMITMENT

Orientation Review of Program

- 1 Determine if sponsorships are a deductible from tax.*
- 2 Review timeline.*
- 3 Review goals and all documents and descriptions and sample.*
- 4 Recognize the Co-coordinator is responsible for timeline completion dates.*
- 5 Review timeline and extra late charges that apply if deviation is made.*
- 6 Does group accept to proceed with fund raiser program?*



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CONTRACT of PURCHASE

Contract/ PO is co- signed by Fire Chief and/or coordinator and sent to factory with a \$100 nonrefundable deposit. Upon final billing this \$100 is applied to Balance Due. Exception tax if any.