



# **Goes<sup>®</sup> Lithographing Company**

111 HALLBERG STREET • DELAVAN, WI 53115-2031

PHONE 262-728-2600 • 800-348-6700 • FAX 262-728-5679

www.goeslitho.com • sales@goeslitho.com

## ***Three Types of Community Fund Raising Calendars***

***ALL produce Goodwill across the Community***

***ALL Advertiser's see all year Return on small Investment***

***ALL Community Organizations appreciate their Sponsors dedication***

***1. Community Fire Safety Calendars save Lives & Property***

***2. Sheriff/ EMT-rescue Calendars promote Community Awareness***

***3. Not for Profit groups Sponsor Important Community Services***

***1. Why use our limited organizations funds & time to offer calendars?***

***Offers an inexpensive way to promote and identify community focused sponsors who endorse the Parent organizations goals.***

***2. Who are the sponsors that will help us?***

***Local businesses that your members use every day, neighbors, the Chamber of Commerce, and your current suppliers services such as HVAC repair, Insurance Agent, Medical Office, Financial Institution, Auto repair & Convenience Stores. Retail and Wholesale businesses need customers and quality local exposure; they want to partner with your promotion of Goodwill and their quality services of local interest.***

***3. How do we design & place the advertisement?***



DEHAVAN WI 53115

*Sponsor gives coordinator a business card which has all contact information, logos and slogans to pertinent to their business. This exact set-up will be factory printed on the calendar with modern technology.*

**4. What is Cost of Ad placement?**

*Depending on the goal of the organization, sponsors payments can break even for everyone for least amount of sponsorship donation to cover cost of calendar only- these are GOODWILL Sponsorships. Additional Ad Sponsorship dollars over total cost of calendars are classed as FUND RAISER Sponsorships for the parent organization. Donated dollars allow purchases of needed equipment& may fund service expenses such as gas; youth sport game T-shirts or assistance equipment-wheel chairs.*

**5. So the minimum GOODWILL Sponsor cost is what?**

*EXAMPLE: #8411calendar; Community group buys 1000 calendars @ \$3.90 each =\$3900+ shipping @ \$100 insured=\$4000 cost, divided by the 32 agreed sponsors=\$125/ GOODWILL Sponsor cost.*

**6. What does a cost of \$125 get the Goodwill Sponsor?**

*Business Card ad appears 1000 times on 1000 calendars all around town at the sponsor cost of \$125 divided by 365 days/ year= .34+ cents / day in each home or place of business. Not much is sold for 34 cents that is used for a full year and seen in a prominent place. The advertiser's message taken home, placed & seen by many viewers at .34+ cents. -A GOOD DEAL promoting GOODWILL.*

**7. So a lot of those places never need my service.**

*Multiple views by varied persons look at the advertising when referencing the calendar. They talk, they know of the business and may recall later to a friend or associate when an emergency occurs. Being up front, personal & supportive drives good business for everyone in a community.*

8. *How do the calendars get to the home or place of business? I can't mail them.*

*Using this example 1000 calendars divided by 32 businesses = 31 calendars are distributed by each sponsoring business. That should be easily done by counter pick-up or drop off by sales & route personnel.*

9. *I'm not sure all 32 can do this, everyone is busy.*

*Well then have the Organization's personnel do this for all or a few sponsors. However you all will have to sweeten the pot for this organizations service by adding to your GOODWILL sponsorship investment payment of \$125 at least \$100. This will be a cash donation to the parent's organizational goal amounting to  $32 \times \$100 = \$3200$ —a nice nest egg to serve the community. Now every advertiser is a **FUND RAISING SPONSOR**.*

10. *I'm not sure I want this additional expense what now? I'm out @ \$225.*

*OPTION: Have the organizations personnel sell each calendar for a \$4 donation toward their good cause. They collect their fund raiser money on the spot,  $1000 \text{ calendars} \times \$4 = \$4,000$ . Sponsor is back to sponsoring the basic GOODWILL program @\$125 and gets 365/24/7 advertising, good-will all over town and at the lowest cost per piece of 34 cents.*



DELEVAN WI 53115

**11. Sell where- How?**

*Sell at the event the organization already runs- Chicken & Corn Roast, Farmers Markets, youth sport games. Fire & EMT groups often park on a neighborhood street, turn on its siren for a few seconds, runs flashing lights – everyone runs outside to see what’s up and presto uniformed personnel welcome visitors & sell calendars to every home owner while promoting community GOODWILL with kids watching the activity. This is a lot of fun & neighborly for everyone.*

**12. The Coordinator asks; What if 10 businesses want 100 calendars each and 27 others want 50 each how is this charged?**

*10 orders of 100 cal. =1000, + 27 orders of 50cal. =1350, a total 2350 ordered calendars.*

*1350 calendars are special bulk priced @\$2.00 each over 1000 passing set up savings on to you.*

*1000 x \$3.90=\$3900. & 1350 x \$2.00 each=\$2650.*

*Total \$3900+\$2650+shipping \$100 = \$6650/2350cals.=\$2.83 per calendar.*

*100 calendar business pays \$2.83x 100cals=\$283 sponsor fee up front. \$283/2350= .77+ cents daily cost for 2350 placed calendars.*

*50 calendar businesses pay \$2.83x 50cals. =\$141.50 sponsor fee up front. \$141.50/ 2350= .38+cents daily cost for 2350 placed calendars.*

*Once business cards and money are collected the order with cards is placed with factory no money down is sent.*



DEHAVAN WI 53115

13. *Factory makes set-up Full Color electronic Proof, emailed to coordinator for general overall look and copy quality approval.*
14. *If GOOD, then a paper proof is mailed to coordinator for organizations final OK. . If still OK factory bills for 50% down + shipping. - Balance on delivery.*
15. *If customer additions and corrections are needed to the Business Cards coordinator is notified of a minimum charge of \$20 to a -maximum of \$80 will be added to the 50%+ shipping down payment billing.*
16. *How does this compare to local newspaper delivery & costs?*

*Refer to #12 above. The #8411 calendar is placed, not on wet drives, yards or mailbox hang bags, but once within 2350 homes and businesses & used Daily for .35+ to .77+cent annual cost to each location. What would be the cost to contract with the local paper for Daily and Sunday repeat ad placement with 2350 circulation? Say \$10/day x 365 days = \$3650 USD, a far cry from the \$283 or \$141.50 annual cost of a GOODWILL Calendar.*

17. *Does this replace newspaper ads and flyers?*

*NO BUT--You be the decider. Papers are awaited for and bought or placed free for pick up each day, week- whatever. The calendar once hung up is at home every day especially Holidays.*

*The papers are black & white with many ads. Your calendar is in full color and at home in a special place all year.*

*Papers are read once or thrice at home and folded up-not seen. Calendars are seen in a known location on wall by phone where a*



**DELAWARE - WI 53115**

*call is easy to make referring to the Business Card information – convenient 365 days a year.*

*Costs vary. Weekly papers are \$1.00 at least when adding in gas to the store. 52 weeks at 52 papers = \$52 dollars lasting 3 days a week on the coffee table. So --\$52 / 52 wks. x 3 days=\$52/156 useable days = \$.33 cents a day. About the same cost as your group's calendar promotion- looks better, permanent placement & seen all year.*

**18.        *So what house phone?--mobile phones are the rage now.***

*Agreed- Media changes but convenience of advertising access controls buyers' preferences. Papers, land lines and word of mouth, desk phones wherever will not go away, all media costs will rise. Only rain & snow is guaranteed to come down. It is the staying power of the Sponsoring Organizations authorized piece that makes the GOODWILL sponsored calendar a valuable pertinent Community asset benefiting neighborhoods & recognizing your Business & Personal Advertising Card.*