



WHAT ARE YOU WAITING FOR?

Contact us now to get started any time of the year.

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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*

CREATE A SUCCESSFUL FUNDRAISER WITH GBC fundraising

WITH THE NATION'S OLDEST FUNDRAISING COMPANY



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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?

- 1. YOUR ORG NAME
- 2. YOUR GROUP PHOTO
- 3. COMMUNITY LISTINGS
- 4. DISPLAY ADS
- 5. COLOR CHOICE

Fundraising calendars are a great way for your group to raise funds!

- Unlimited profit potential
- You decide your end goal
- Calendars are products that you need to replace every year
- Advertising is a way to support your business community by offering visible means of advertising. Everyone benefits including the calendar recipient!

WIN • WIN • WIN

PRO TIP
DESIGNATE SOMEONE TO HANDLE
AD SALES, LISTINGS
AND YOUR GROUP PHOTO(S)

Image of a fundraising calendar for Butler FFA, showing various advertisements and a calendar grid for January 2020.

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?

Image of a Fire Safety Calendar for Kimball Area Fire & Rescue, showing various advertisements and a calendar grid for October 2020.