

STEPS TO SUCCESSFUL FUNDRAISING

1. DECISION TIME!

Before You Begin, it is Important to Decide:

- Which style of advertising do you want to sell?
- How much will you charge for the advertising spaces?
- Will you sell your calendars or give them away?
- How much will you charge for the calendars?
- Will you offer photo sponsorship?
- Will you offer listings to your calendars (ex: events, birthdays, etc)?

2. WHAT TO DO NEXT

Set Up Your Calendar Committee.

You Will Need:

- Arrange for your calendar photo
- Sell advertising
- Manage the calendar sales
- Manage monthly photo sponsorships

3. ABOUT YOUR CALENDARS

Decisions to make:

- Choose your template design
- Determine your start month
- Cover Design - What will you include on the cover?
- Which photo will go on each month?

5. WHAT TO SEND IN WITH YOUR ONLINE ORDER

When using EZO to submit and complete your order:

- Your digital photo files along with the copyright permission slip
- Any logos for your display ads
- Mail your check or call us with your credit card payment.
- Utilize the file upload link to electronically submit your files.

4. SUBMITTING INFORMATION WITH EZO

- Select the proper starting month & year for your calendar
- Enter all necessary Ad information
- Digitally upload necessary logos and photos and mail in hard-copy ads
- Enter all Lisitngs (ex: Events, Birthdays, etc.)
- Verify Order Details: quantity, color, special instructions
- Verify shipping information and submit order online

CHOOSING WHICH FEATURES WORK BEST FOR YOUR GROUP

TIPS | ADS | COLLAGE | ORGANIZATIONAL INFO



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

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.