



## CALENDAR FUNDRAISER EXPLAINED...

### **How to do the Calendar Fundraiser:**

1. Use your 2018 Calendar to show Potential Sponsors what last year's Calendar looked like. If you need a calendar, pick one up at the Pro Shop at no cost, until they're all gone.
2. Explain that they're not technically SPONSORING; they're purchasing AD SPACE! They get a tax receipt for this which is 100% tax deductible because it is a 'cost' to do business.
3. Athletes get to keep 85% of the money they bring in. The other 15% goes to cover the cost of making the Calendar.
  - \* in 2017, Athletes from various teams brought in \$26,045 in Ad Sales, collectively!!
  - \* Hence, athletes personally made \$22,138.00 in the sponsorship portion they attained!
4. If you're a Business owner, this is a no-brainer! You could pay \$1000, receive a \$1000 Receipt indicating \$1000 of Ad Space Purchased which you hand in to your accountant and your child gets \$850.00 to put into their travel / Fundraising account (or, you can use it to go towards anything you wish). But, basically, you get to use your BUSINESS to pay for your kids sport!!
5. Purchase Calendars at the front desk beginning the first week of January. Athletes can sell Calendars to families and friends as the 2nd part of this great fundraiser. You can sell them for \$10 each and they make \$6 profit from every calendar sold!! OR, you can simply buy them to hand out to all the relatives for just \$4 (a lot less than purchasing team photos!!)

### **What to do next:**

- ✓ Mail out or deliver the Calendar *Ad Space Request Letter* to every person your family knows. Even if they don't own a business, they might be in a position to solicit sponsorship at their work place on your behalf.
- ✓ Make sure **YOUR** information is attached to the letters you send out. They should know WHO they received the *Ad Space Request Letter* from so that you get the credit for it if they decide to send funds directly to the gym.
- ✓ Make sure to follow up. Busy people have paperwork piled up on their desks and they may have simply 'forgotten' to get around to replying back to you. They may be interested in sponsoring you but just haven't gotten back to you yet.
- ✓ Get busy and get to work. YOU need to find the sponsorship & Ad Space purchasers so that you can benefit from this successful fundraiser.

Good Luck! .... Sincerely,  
Liz Gigante Ulrich