

TOP 10 Ideas to ensure your fundraising project is a success!

1. Form a project fundraising committee.
2. Involve your organization's members.
3. Create a competitive spirit by offering prize incentives for brick sales.
4. Order sample bricks to use as advertising and promotions.
5. Write a news release and submit to your local newspaper.
6. Contact your local talk radio program to get free on-air advertising.
7. Take advantage of newsletters or other media from your organization to advertise.
8. Create a concept drawing and plan to promote the project.
9. Schedule an appreciation party and promote it!
10. Look for ANY opportunity to promote the project.

SI Memorials is committed to helping your organization create a successful fundraising project. Help is just a phone call away!

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The better organized your brick fundraising project, the more successful it will be!

1 To assure maximum sales potential, your organization should start by appointing a project chairperson. The chairperson should organize a committee, which would include individual members to handle specific responsibilities. For example, you may want to consider individuals for the following positions:

- ▶ Advertising and promotion
- ▶ Secretary (*to record & keep track of brick orders*)
- ▶ Sales to individuals and families
- ▶ Treasurer (*to record income and pay expenses*)
- ▶ Sales to companies and other organizations
- ▶ Project planning and installation

2 Involve as many members as possible in actually selling the bricks. If you have 50 members and ask each member to sell 10 bricks, you can easily sell 500 bricks.

3 Offer a prize or incentive to the member selling the most bricks and be sure they are recognized for their efforts during the campaign. Try to develop the spirit of competition.

4 Order sample bricks with your projects name to assist your sales force. You may want to set up sample displays in high traffic locations. We will provide up to six free sample bricks. Additional sample bricks at \$17.95 each will be credited toward your first order of fundraising bricks.

5 Write a news release and send to your local newspapers. Contact the editor of your local newspaper to let them know you are sending a news release and be sure to follow up with a phone call or personal visit.

6 Radio stations with talk formats may also be receptive to scheduling you as a guest to help promote the project.

7 If your organization has a newsletter or bulletin, be sure to include an brick order form every time you mail it out. If you have a concept drawing, be sure to include it as well.

8 Create a plan or concept drawing of your project to help promote the fundraiser. This can be used on your order form, displayed with your sample bricks, and issued with the news release. It will also be helpful in planning the installation of the project. SI Memorials can provide both site plans and artists' renderings.

9 Schedule an appreciation party for everyone who buys a brick, complete with food, entertainment and door prizes. Give recognition to your major sponsors and leading salesperson. Mention the party on your order form as an added incentive to buy a brick.

10 Take advantage of all opportunities to promote your brick sales on an ongoing basis. For instance, a school should promote graduation bricks every year for graduating seniors. They can be sold at class reunions, sporting events and banquets. Senior classes can sell bricks to fund a senior gift or purchase one larger paver to represent the entire graduating class. Similar opportunities exist for other organizations.

