

FUNDRAISING SECRETS

by
JOHN KAPLAN



**HOW TO
MAKE THE
MOST MONEY
FROM YOUR
NEXT
FUNDRAISER**

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JOHN KAPLAN



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DEDICATION

This book is dedicated to, and inspired by,
the community fundraiser whose tireless
devotion to their causes have shown me
the real magic in life.



CONTENTS

Introduction	1
Types of Fundraisers	2
Picking the Right Fundraiser	6
Build a Project Team	7
Multiply Your Manpower	10
Increasing Participation and Getting Commitment	11
Set a Goal	12
Develop a Gameplan	13
Building Awareness	15
Advertising Tools and How to Use Them	16
Promotional Strategies	25
Overcoming Obstacles	36
Piggyback Fundraisers	38
Fundraising is Selling	50
Sales Strategies	55
In Conclusion	65



INTRODUCTION

More than ever before schools, community groups and service organizations are in need of good fundraising techniques to sustain their activities. The demands of many worthwhile organizations has created a highly competitive fundraising climate. It has become increasingly important that groups develop and maintain effective fundraising campaigns.

In working directly with community organizations for some twenty years, it has been my privilege to be a part of many wonderful and important projects. Our magic and illusion show tours the country annually each spring, always with two goals in mind: To provide first-rate family entertainment that our sponsoring groups can be proud to put their name on; and to raise a significant amount of money on their behalf.

Very early in my career, I recognized that most groups working with our show had seldom, if ever, had any previous involvement with the entertainment business. They needed tools and a method for making the event successful. Furthermore, since the organizations I work with are as varied and unique as the projects they represent, the plan had to be easy to follow and workable in any situation.

Thus, our Project Kit was born. A step-by-step guide, along with publicity tools, which lays out a fundraising plan built around our show. It has evolved over the years and is in a continuous state of revision and refinement. In developing the Project Kit, I discovered that not only were the principles and techniques usable by all manner of groups, they were completely transferable to other types of fundraising projects as well.

And that is how this book came to be. I am delighted to be able to share many years of practical, hands-on experience that will help you focus on some basic elements of successful fundraising and provide some real-life techniques that you can apply to your next money-raising project.

It is my hopeful intention that this book will encourage and inspire you to create effective fundraising strategies that maximize your earnings, so your group can continue to provide the community services which are important to so many.



TYPES OF FUNDRAISERS

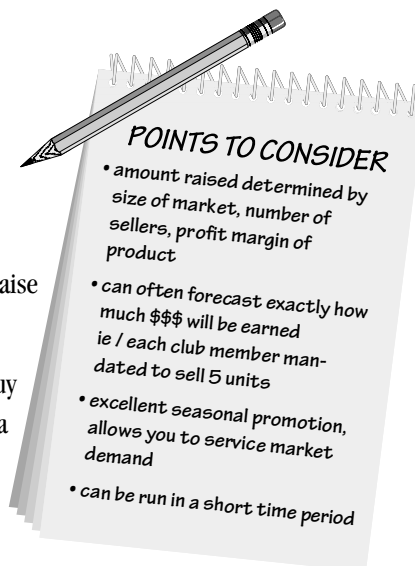
There are a lot of ways to make money. To help decide which ones will be best suited to your group, we're going to first identify the various categories into which most fundraising efforts fall.

1. PRODUCT SALES

Xmas wrap	cookies	stickies
chocolate bars	Xmas trees	flower seeds
apples	coupon books	

Selling a good product to fulfil a market need has always been an effective way to raise money.

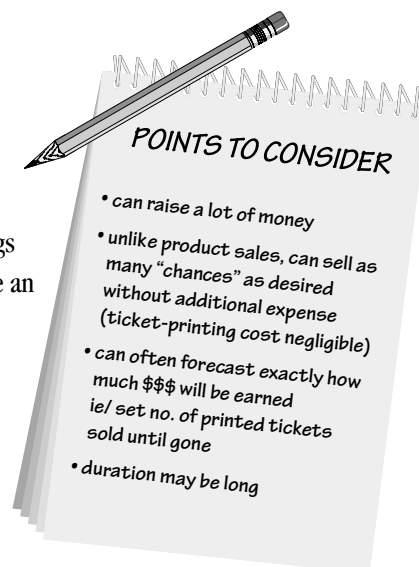
Many manufacturers and distributors offer fundraising programs that allow groups to buy at wholesale and sell retail. Ideally, you'll want to deal with a company that offers a consignment or return policy, so that you pay only for product you sell.



2. RAFFLE

car	home	boat	camper
BBQ	trip		

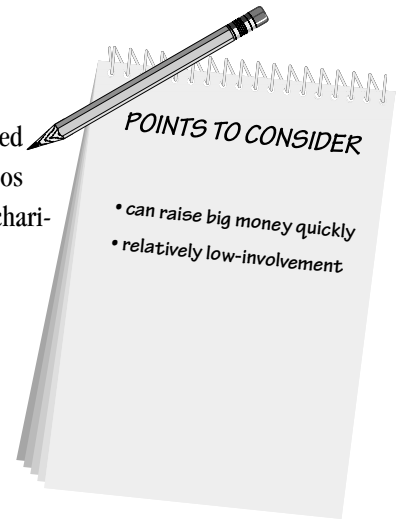
If you can sell it, you can probably sell a chance to win it! There are loads of great things people would love to have, and non-profit community groups are often able to purchase an item for raffle at a discount.



3. LOTTERY

casino bingo duck race
guess when car will sink pool

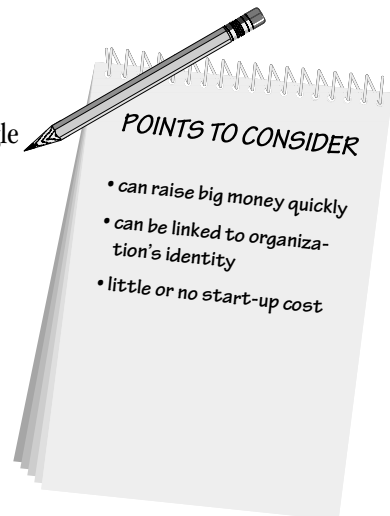
Like a raffle, you are selling the chance to win. In this case, the prize being offered is generally money as opposed to a product. Lottery-style fundraisers like bingos and casinos are regarded as good money-raisers and often have waiting lists of charitable organizations who wish to participate.



4. PLEDGE-A-THON

spellathon walkathon telathon
kiss-a-pig radioathon

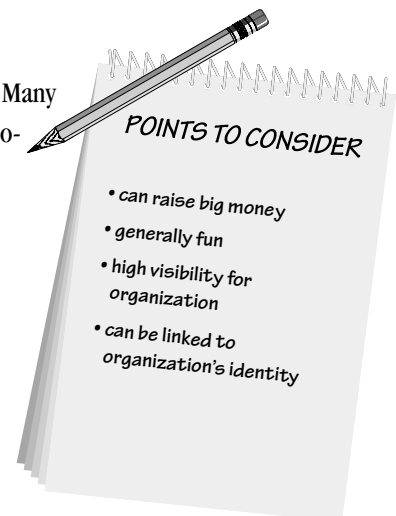
Holding a pledge drive can be a good way to make a lot of money from a single event. Even a small amount pledged can add up to a substantial sum.



5. EVENTS

carnival bake sale talent show
dinner dance magic show auction
skating competition tradeshow festival

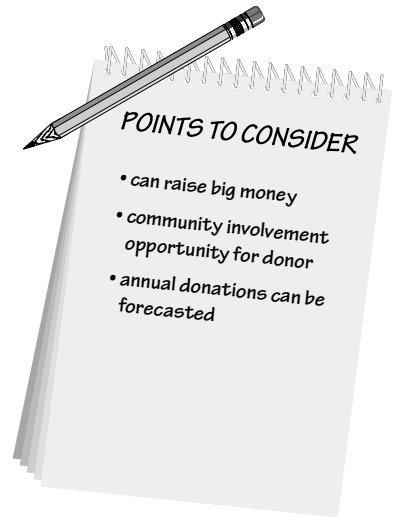
Hosting an event can be a lot of fun. Done right, it can also be very profitable. Many successful events recur each year, providing a guaranteed return that can be projected annually. This helps take some of the guesswork out of fundraising.



6. DONATIONS

corporate government private

Soliciting donations can be an effective component of many fundraising campaigns.

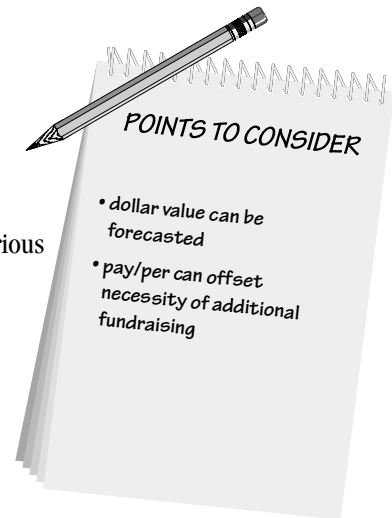


7. MEMBERSHIP FEES

annual dues fines

pay/per events

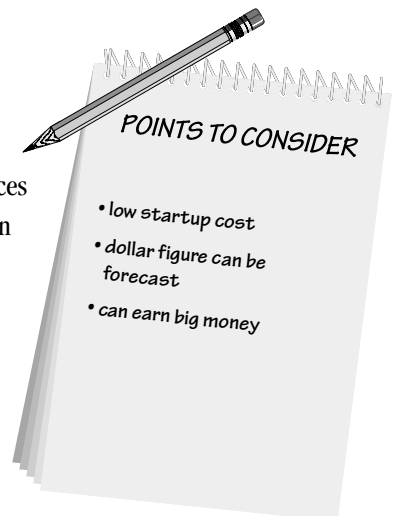
Much of a group's funding can come directly from its members through various dues collected.



8. ADVERTISING SALES

club yearbook cookbook calendar
event program

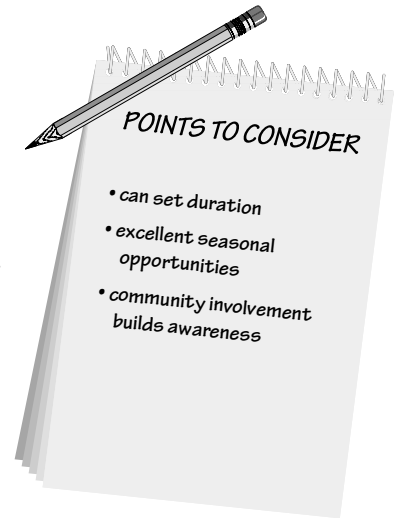
Providing your business community an opportunity to promote their products/services through a club calendar or similar device is an excellent way to offset the production costs and make extra money from that resource.



9. SERVICE SALES

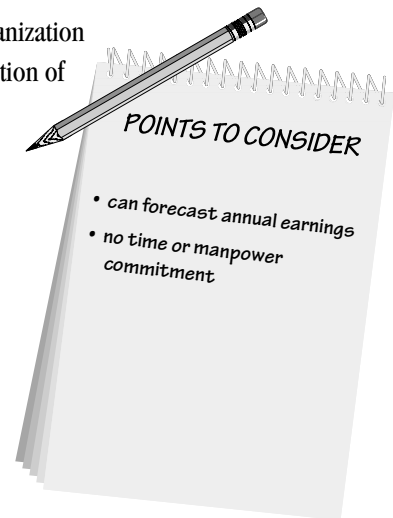
car washing pet grooming lawn care
Xmas Tree removal donated services (Fantasy Auction)

Services can be sold as easily as products and here again, the only limit is imagination.



10. INVESTMENTS

Being in the fortunate position of having a trust fund built up within your organization may allow your group to rely on the accumulating interest to make up a portion of your annual funding



PICKING THE RIGHT FUNDRAISER

Alright, those are our choices. Now, how do we go about picking the fundraising activities that are right for us? Well, there are a few determining factors that we'll want to consider to help us choose from the available options.



- Who are we?
- What fundraisers tie-in with the purpose of our group?
- How much do we need to raise?
- How many fundraisers do we wish to run?
- How many people are available?
- When will we be doing our fundraising?
- What is our deadline?
- How can we best fill a market need?

Not all fundraisers are suited to all groups. For example, a legion ladies auxiliary is less likely to be involved in a car wash than a bingo or craft sale. Take a good look at who you are and select fundraisers that are or can in some way be linked to the activities you are involved in as a group.

Another thing to consider when choosing fundraising activities is how much money you actually require. Do up a budget, based on yearly operating expenses and the cost of functions or activities you wish to include in your agenda. Once you have determined a dollar figure required to accomplish your annual goals, you'll have a firm target to aim for when strategizing your fundraising activities. And, you'll be able to predict whether the amount needed can realistically be raised by one fundraiser or more.

Although raising money is a yearlong pursuit for many groups, timetabling your activities to capitalize on seasonal opportunities, lessen the competition factor or take advantage of extra volunteer availability is an excellent idea. By setting a schedule in advance you'll be better organized when the time comes to put the fundraiser in action.

Scheduling your calendar also allows you to see and create activities to fill market demands that occur seasonally, such as flower sales at Valentine's, calendars in January or a family Halloween carnival in October. Other seasonal opportunities might include:

Christmas	Easter	Spring Break	Centennial
Long weekend	Summer	Mother's Day	Secretary's Day
Income Tax time	Remembrance Day	Canada Day	Father's Day
Back-2-School	Civic Anniversary	Boxing Day	New Year's
School's Out	St Patrick's Day	Tax-free Day	Groundhog Day

Have a brainstorming session to discover or invent other seasonal possibilities, then discuss ways to capitalize on them. You'll be able to pinpoint market needs during these time periods, and come up with profitable ways of filling those needs.



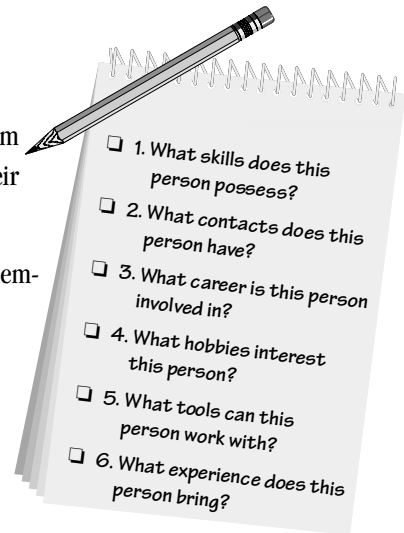
BUILD A PROJECT TEAM

Unless you have a team of motivated and enthusiastic people, led by an equally motivated Project Co-ordinator, running a successful fundraiser can become a matter of luck. Building a Project Team is an important step towards achieving the results you want.

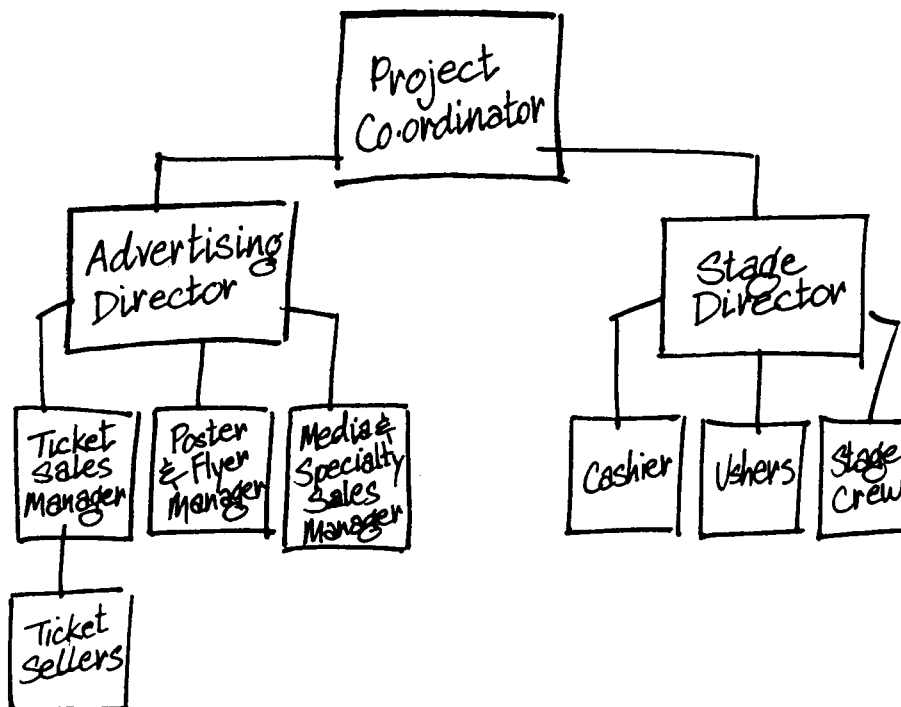
CHOOSE THE RIGHT PEOPLE

Everybody has their own strengths, interests and desires. The successful team leader will recognize this and match people to the jobs best-suited to their abilities and personalities.

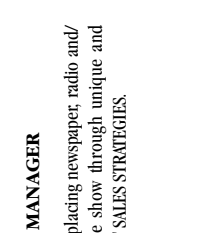
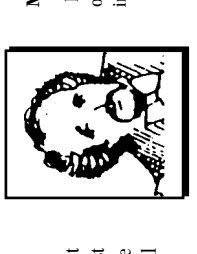
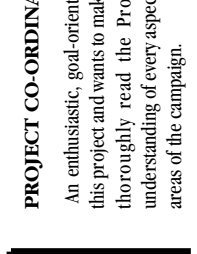

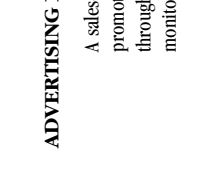
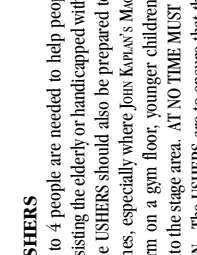

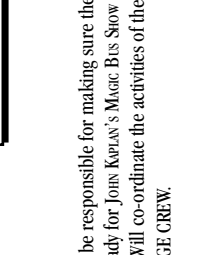
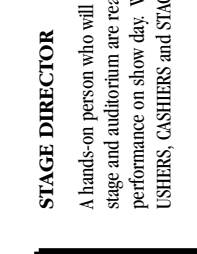
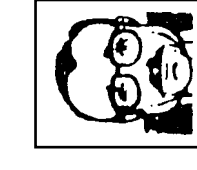
During one of your initial organizing meetings, you may wish to do up a member profile to determine such things as...



Next you'll want to evaluate the project itself to determine what jobs need to be filled and how many people you'll require. For a project such as a theatrical event, for example, your Project Team chart might look like this:



Once your people have been chosen, make sure that they all have a full understanding of what role they play in the project. As an example, here is how we've identified the responsibilities of each team member involved in our magic show program:

 <p>PROJECT CO-ORDINATOR An enthusiastic, goal-oriented individual who is excited about this project and wants to make it a success. This person will first thoroughly read the Project Book to gain a complete understanding of every aspect of the project, and will oversee all areas of the campaign.</p>	<p>MEDIA & SPECIALTY SALES MANAGER Responsible for notifying the media, placing newspaper, radio and/ or tv advertising and promoting the show through unique and innovative ideas as outlined in TICKET SALES STRATEGIES.</p>		<p>CASHIER You will need 2 people to act as ticket-takers/sellers at the door on the day of the show. They should be ready to open the theatre doors ONE HOUR prior to posted showtime, and prepared with a cash drawer, float and lock-box for ticket stubs.</p>		
<p>ADVERTISING DIRECTOR A sales-oriented individual who will carry out the promotional campaign as it has been developed through your planning meetings. Will delegate and monitor all areas of advertising and ticket sales.</p>	<p>USHERS 2 to 4 people are needed to help people find their seats, as well as assisting the elderly or handicapped with special seating requirements. The USHERS should also be prepared to act as show security. Sometimes, especially where JOHN KAPLAN'S MAGIC BUS SHOW is required to perform on a gym floor, younger children become excited and venture onto the stage area. AT NO TIME MUST THIS BE PERMITTED TO HAPPEN. The USHERS are to ensure that the performing area, backstage and dressing room area are kept off-limits to unauthorized individuals at all times.</p>	<p>STAGE CREW You will need an able-bodied crew of 6 to assist with the loading and unloading of our show equipment, possibly to set up chairs, and for general clean-up. See the SHOW DAY section</p>	<p>TICKET SELLERS The bread-and-butter of your advance ticket sales campaign. They are responsible for personal contact selling of tickets. The more ticket-sellers you have, the greater your sales potential. See the section on TICKET SALES STRATEGIES (pages 11-37).</p>	<p>STAGE DIRECTOR A hands-on person who will be responsible for making sure the stage and auditorium are ready for JOHN KAPLAN'S MAGIC BUS SHOW performance on show day. Will co-ordinate the activities of the USHERS, CASHIERS and STAGE CREW.</p>	
<p>TICKET SALES MANAGER An efficient and well-organized individual responsible for the recruitment of TICKET SELLERS, determining the location of your advance ticket sales depot, record-keeping of advance ticket sales, free ticket distribution, etc.</p>					



HAVE YOU GOT A WINNING TEAM?

**Committees Deliberate.
Project Teams DO.**



Here are a few guideposts to help you ensure that you have a PROJECT TEAM that can put gameplans into action.

1. PICK YOUR PROJECT TEAM LEADER.

To be successful, select a leader who you know will give 110% to the project.

2. HAVE KEY PROJECT PERSONNEL ON BOARD FROM THE OUTSET.

Your Project Co-ordinator, Advertising Director and other key members of your team should be established from the beginning of your commitment to any project.

3. SET GOAL DATES FOR KEY OBJECTIVES.

You should have a series of target dates. A deadline to get your publicity distributed. A deadline to have your co-sponsors lined up. A deadline to have a given number of tickets or product sold. Etc.

4. GIVE ONE HUNDRED-AND-TEN PER CENT ASSIGNMENT.

Team members must be obsessed with the project.

5. PROJECT TEAM MEMBERS MUST COMMIT THEIR FUNCTION.

Each team member should and must adhere to their target goals without exception. If commitments are conditional, you've got a committee.

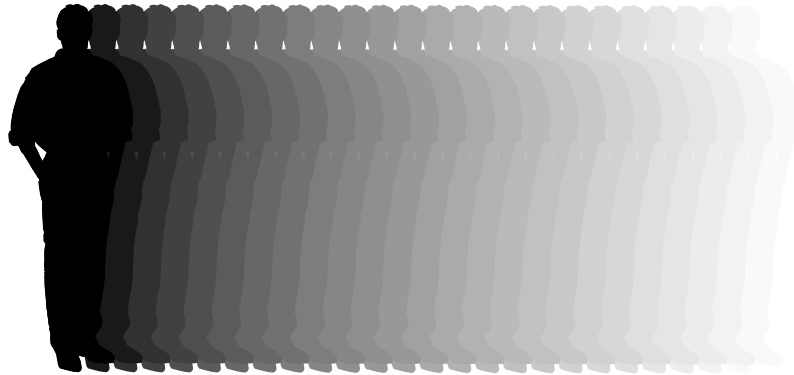
6. REMEMBER THE SOCIAL ELEMENT.

Spirit is all important: "We're in it together." "Mission Impossible." High spirits are not accidental. The challenge of the project is central. Beyond that, the successful team leader facilitates what psychologists call "bonding" ... "signing-up" ceremonies upon joining the team, frequent milestone celebrations, awards for successes, etc.

KEEP YOUR PROJECT FUN!



MULTIPLY YOUR MANPOWER



Not every group has the luxury of having a large membership to draw from when running a fundraising campaign. This can be a limiting factor when trying to run an event which may require additional people. Here are a few ways we've seen used by sponsors of our magic show to maximize their manpower:

1. CO-SPONSORSHIP

Bringing in another group as a partner in a fundraising effort will often create a Win-Win situation. For example, a service club which may consist of just a few older members may co-sponsor an event with a youth group. The service club organizes the event, while the youth group takes care of the footwork.

2. BUDDY-UP

Try involving friends or relatives who are not members of your organization. Each club member enlists the aid of one or more of these "buddies" to help out with a fundraising initiative. By limiting the time requirement and keeping the social element fun, most friends will be only too happy to help. Besides multiplying your available manpower, you might find this beneficial as a membership drive as well!

3. BIRD-DOGGING

This is a way you can get non-members involved in selling for you. Suppose you are hosting an event such as a movie night or theatre production. Provide school students with books of tickets to sell to their family and friends. By selling their whole book, they earn a free admission for themselves. This can also work for product sales.

4. CONTEST

Involve others in your project by building a contest angle around it. Your contest might be based on who sells the most raffle tickets... who signs up the most pledges... who sells the most advertising for your annual calendar or show program... etc. Contests are a great way to add fun and increase visibility to a fundraiser.



INCREASING PARTICIPATION and GETTING COMMITMENT

We live in an age where more and more people are “time-poor”. By recognizing a few key elements important to building and maintaining an enthusiastic project team, you can solve the “lack of volunteer hours” blues.

1. MOTIVATION

Motivating your team - and keeping them motivated - is an important step towards running a successful project. Keep the “What’s in it for me?” question in mind when delegating responsibilities to your team members. Some may be motivated by financial incentive, the chance to win a prize, the recognition of doing a good job, the fear of not living up to expectations, the outcome of the project, etc.

It is important that the team leader be on top of the situation, monitoring the status of delegated responsibilities. Holding frequent motivational meetings during the course of the campaign can help lift spirits and keep them high throughout the project.

2. REWARD

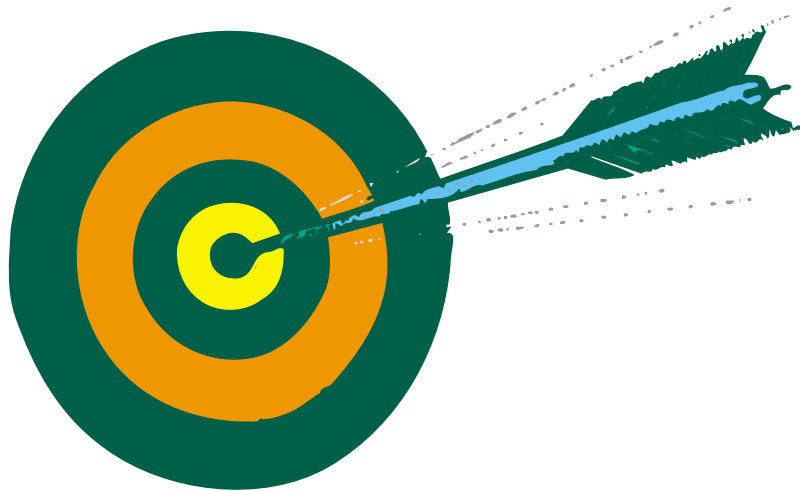
Always recognize and reward your team members for their efforts. Sometimes a simple thank-you is the difference between maintaining commitment or losing it. Build reward incentives into the project at intervals to encourage your team to take the next step.

3. FUN

Fun is the first part of the word “fundraising” yet, all too often, fundraising is looked upon as anything but fun. The successful project team knows that an element of fun must be built into any event to get the most out of it. When strategizing any fundraising gameplan, look for and develop social elements to keep your team’s enjoyment of, and enthusiasm for, the project at its peak.



SET A GOAL



Believe it or not, many fundraising efforts fall short because Project Teams fail to take this one simple step.

Setting a goal gives every member of the Project Team a clearly defined target. The goal is the end result of the fundraising campaign, and all eyes should be trained on it.

Setting a goal at the outset lets you break down the elements of the fundraiser to where it becomes manageable for your group in terms of time and manpower. With the end result in mind, your group can then work towards planning an effective strategy for achievement of the desired results.

Although you want the goal you strive for to be realistic, don't be afraid to reach for the moon . . . you may at least end up on top of a mountain! In putting together the fundraising plan around our touring family show, THE MAGIC BUS, we have seen targets as high as \$8,000 reached . . . with a single show! The secret to that type of success is the inclusion of some highly effective "Piggyback Fundraisers", which you will learn about as you read through this book.

Once your goal has been set, you'll be ready to develop a gameplan to reach that goal. Through frequent motivational meetings, your group will keep its focus on the target and maintain commitment to achieving results.



DEVELOP A GAMEPLAN

After the fundraising goal has been set, you need to develop an effective method by which to reach your objective. This is your Project Gameplan.

The gameplan may be simple or complex, depending upon the nature of the fundraiser. The important thing about the gameplan is that it helps your team members maintain their focus on activities calculated to ensure reaching the fundraising goal. A good gameplan keeps your team on track.



Successful fundraisers plan several backup gameplans, which provides the option of “switching gears” in the event your initial gameplan is not producing the anticipated results.

There are several steps to developing a successful gameplan:

1. BRAINSTORMING

A brainstorming session should be one of the first items on your agenda. Make this a social event, keep it loose and let the ideas flow. You'll be surprised at what ideas are discovered and your creativity will be rewarded.

2. MIRROR A SUCCESSFUL MODEL

Every so often a “new idea” fundraiser comes along. By and large, however, most fundraisers you undertake have been around for awhile and have been used by other groups.

While it is certainly no guarantee, tapping into the previous experience of a successful fundraiser can save you much trial and error, help you avoid mistakes and put you on the path to success.

The small amount of time it takes to discuss the experiences of others can pay big dividends when your group takes its turn at running the fundraiser.

3. BUILD YOUR STRATEGY

Strategizing your best gameplan ideas is the next step. Organize and prioritize the very best of your ideas, creating several plans if possible. Knowing what else is going on in your community is also important to avoid duplication of another group's efforts and prevent bad timing.

4. PUTTING PLANS INTO ACTION

Develop an action plan, using an organizational calendar to timetable the various activities involved in the campaign. One of the best ways to do this is to work backwards from the completion date of your event.



ORGANIZATIONAL CALENDAR

W E E K ①	FIRST PROJECT MEETING: - organize committee - delegate responsibilities	START SOUVENIR PROGRAM AD SALES POSTERS PUT UP	START BUSINESS TICKET SALES			
W E E K ②	FLYER DELIVERY TO HOMES	PRESS RELEASES TO MEDIA SCHOOL P. A. ANNOUNCEMENTS	START DOOR-TO-DOOR & PHONE TICKET SALES		FLYERS PUT UNDER CAR WIPER BLADES AT SHOPPING MALL	TICKET-SELLERS' PROGRESS MEETING WEEKEND SHOPPING MALL TICKET-SELLING DISPLAY
W E E K ③	TICKET REQUEST FORM SENT HOME WITH ELEMENTARY SCHOOL CHILDREN	SCHOOL P. A. ANNOUNCEMENTS	TICKET-SELLERS' PROGRESS MEETING		FLYERS PUT UNDER CAR WIPER BLADES AT SHOPPING MALL	TICKET-SELLERS' PROGRESS MEETING WEEKEND SHOPPING MALL TICKET-SELLING DISPLAY
W E E K ④		SCHOOL P. A. ANNOUNCEMENTS	TICKET-SELLERS' PROGRESS MEETING	BANNER UP AT AUDITORIUM ENTRANCE	FEATURE NEWS-PAPER ARTICLE APPEARS	NEWSPAPER & RADIO ADS SCHOOL P. A. ANNOUNCEMENTS <u>SHOW DATE:</u>



Be sure to schedule an effective kick-off, key milestones, motivational meetings, final blitz and event wind-up. Efficient delegation and monitoring of the required activities will help your team stay on track... and on schedule.

HOLD MOTIVATIONAL MEETINGS

Most fundraising drives are dependent upon the individual efforts of Project Team members. Each team member needs to feel that their contribution has merit and value. By planning regular meetings, progress can be monitored and outstanding performance recognized.

Keeping up the enthusiasm and motivation of your team is a job for the Project Team Leader. By so doing, the fundraising campaign becomes interesting and fun for all involved, and that positive energy generally translates into success.

Besides recognizing and rewarding efforts and keeping an element of fun throughout the project, motivational meetings afford the opportunity of tracking results, keeping on top of your gameplan and staying focused on the target.



BUILDING AWARENESS

Part of your planning process should include developing a strategy for publicizing your fundraising event or activity.

Publicity can be both verbal and visual, and its primary aim is to inform. Through proper publicity, you create a positive awareness in the community about your organization and the goals and objectives of your fundraising campaign.

Being creative and developing unique and unusual ways to publicize your fundraiser will ensure that you stand out from the crowd. For many types of fundraisers, good publicity is your key to success.

Building awareness is achieved through the proper use of advertising tools and promotional strategies. In the next two sections, you'll learn about both, and see some real-life examples of proven successful promotional campaigns.



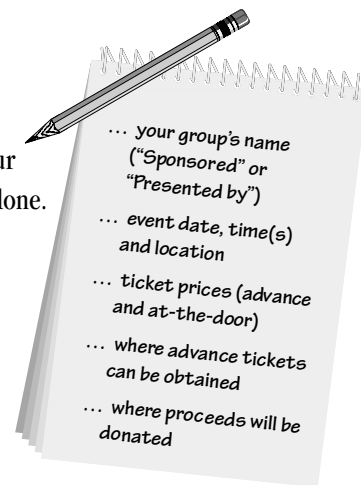
ADVERTISING TOOLS AND HOW TO USE THEM

Publicizing your fundraiser is one way to build participation and maximize the returns. This sort of promotion is not limited to event-style fundraisers; proper advertising will have an immediate and direct effect on the outcome of virtually any type of fundraising campaign you undertake.

There are a number of promotional staples which should be considered. Here you will learn the basics, illustrated through examples from the project kit provided to sponsors of our magic show fundraiser.

POSTERS

Eye-catching posters are an excellent way to give advance notice of your fundraiser, and can often reach out to more people than word-of-mouth alone. They should convey all the pertinent information such as...



16

For maximum visibility, display your posters at prominent locations throughout your community or market area. There are many places to hang posters, some better than others. Here are a few suggestions...



Posters have a larger impact if hung in blocks of 2 or 3, instead of just singly. Product samples, newspaper articles, testimonials, photos and other visuals can be hung with the posters for a more attention-getting display... use your imagination!



FLYERS

Flyers are an inexpensive and effective way to target your message to householders, commuters, businesses and so on. They can be used for home delivery, school handouts and counter-top advertising at local businesses. Additionally, flyers can be hung like posters to increase your event exposure.

Be sure to include all pertinent information about your fundraiser. Flyers can either be printed one or two-sided, and most will be formatted around an 8-1/2x11 sheet of paper. By reducing the size and printing two or more on a page, your flyers will be extremely cost-effective.

Flyers are excellent tools to use as a last-minute advertising blitz. They can be placed under car wiper-blades at a busy shopping mall a day or two before the event.



Make a deal with your local supermarket to have their cashiers stuff flyers into all customer grocery bags at the checkout.

NEWSPAPER ADS and PRESS RELEASES

Running an ad in your local newspaper is an obvious and effective way to inform the community about your fundraiser.

Like your posters, a newspaper ad should contain all relevant information pertaining to the event. It should contain graphic features that make it stand out on the printed page, and most newspapers will be able to help you create an effective layout. Alternately, one of your group members or friends may have a personal computer with a graphics or desktop publishing program and can volunteer some time towards this facet of the project.



ALWAYS see a proof of your newspaper advertising before they go to press, to be sure all information is correct.

In addition to your paid advertisement, be sure to provide a "Press Release" to the paper, ensuring that the WHO, WHAT, WHEN, WHERE and WHY questions are clearly covered. Accompany this press release with a background story, black-and-white photos, product samples, poster/flyer and anything else you feel will contribute to your message. From this information you are likely to receive an article or feature story, a wonderful bit of free publicity that will support your paid advertising.



Remember that local interest is one of the editorial mandates of most community newspapers, so be sure to keep the story "at home" and full of human interest.

A feature news story will almost always get more attention than a display ad. When you make your newspaper advertising purchase, try to negotiate a feature story into your deal.



Most newspapers publish a Community Calendar or Events section that will give you a free listing.





Create a similar look for your posters, newspaper ads and flyers. The repetition factor is what will make your ad stand out and be remembered.



TEASER ADS are advertisements which are designed to arouse curiosity. They generally contain LIMITED information, appear BEFORE the regular ad campaign begins and serve to reinforce the REAL advertising when it comes out. If your local newspaper is a daily, place your TEASER ADS two or three days before the ad campaign starts. For weekly newspapers, one or two issues prior to the start of your other advertising is appropriate.

Take the TEASER AD concept and adapt it to your other forms of advertising, such as on billboards or through radio spots, etc.

Your newspaper may have small “filler” spaces available. This can often be negotiated as part of your ad buy as a free extra, and is an excellent place to use your TEASER ADS.



Remember that high schools and colleges, large corporate employers and other institutions circulate monthly newsletters. Get copies of your Press Release along with a request for publication to these sources as well.

RADIO and TELEVISION

Radio and television stations will give free air time to non-profit groups performing public service, and this can be a valuable source of advertising for you.

Along the lines of your Press Release, make up a PSA (Public Service Announcement) for your local radio station.

Make sure that all of your publicity materials accompany this announcement, along with free tickets which can be used as give-aways on air.

Your ANNOUNCEMENT COPY can also be read during school P.A. announcements, and at other appropriate events.

Radio and television stations have a Promotions Department. By getting them involved as a co-sponsor, in exchange for the publicity they will receive at your event, you may be able to garner a significant amount of air-time at little or no cost. You'll have to make sure that you mention the station in all of your other advertising, put their logo on posters, Souvenir Programs, etc.



Generally the best time for your message to be heard is during the morning wake-up show, around noon and during the drive-home show. If possible follow-up your PSA with an on-air interview by a spokesperson for your group.



As a non-profit community service group, you are in a good position to obtain a special rate from your radio/tv station. You may be able to get peak air time for off-peak rates... negotiate!



Leah Connell, whose OUR LADY OF FATIMA CHURCH group hosted The Magic Bus Show in October, 1994 had a wonderful use for the radio broadcast tape provided... her telephone answering machine! Just one other place not to overlook when promoting your fundraiser!



CONTESTS

Building a contest angle into your fundraising promotional campaign is a great way to increase awareness and participation.

One of the most successful contest angles we've run in conjunction with our magic show fundraiser is the COLORING CONTEST. It is a simple matter to photocopy and distribute these to schools in the community, or provide it to the community newspaper and have them run the contest in conjunction with a local shopping mall.

Other uses, such as home-delivered flyers or supermarket bag-stuffers will suggest themselves during your brainstorming sessions.

There are dozens of contest opportunities just waiting to be exploited. Some of the others which sponsors of our magic show have utilized are described on the following pages.



Besides Posters and P.A. announcements, look for other ways of promoting in-school such as coloring contests, classroom walks, learning units, etc.

TICKET REQUEST FORM

If your fundraiser is a ticketed event, a flyer which doubles as a ticket order form is an excellent tool. Depending upon the nature of your event, it can be distributed through schools, as a newspaper insert, mailbox stuffer, etc.

A TICKET REQUEST FORM can be a very effective way to sell advance tickets, sometimes eliminating the need for an army of TICKET SELLERS going door-to-door. You may wish to include additional information, and a return-envelope can also increase the response to this type of campaign.

Highly-targeted mailing lists are available which can help you identify likely prospects for your fundraiser. Contact Canada Post and companies specializing in Direct Mail advertising if you wish this type of assistance.

Rubber-stamps are a very inexpensive way to add an advertising message to letterhead, envelopes, business cards, flyers and other printed materials. Try this . . . obtain a few packs of PLAYING CARDS and rubber-stamp your advertising message on the back. You have now created several hundred very inexpensive and unique "flyers" which can be utilized for a truly memorable promotion.

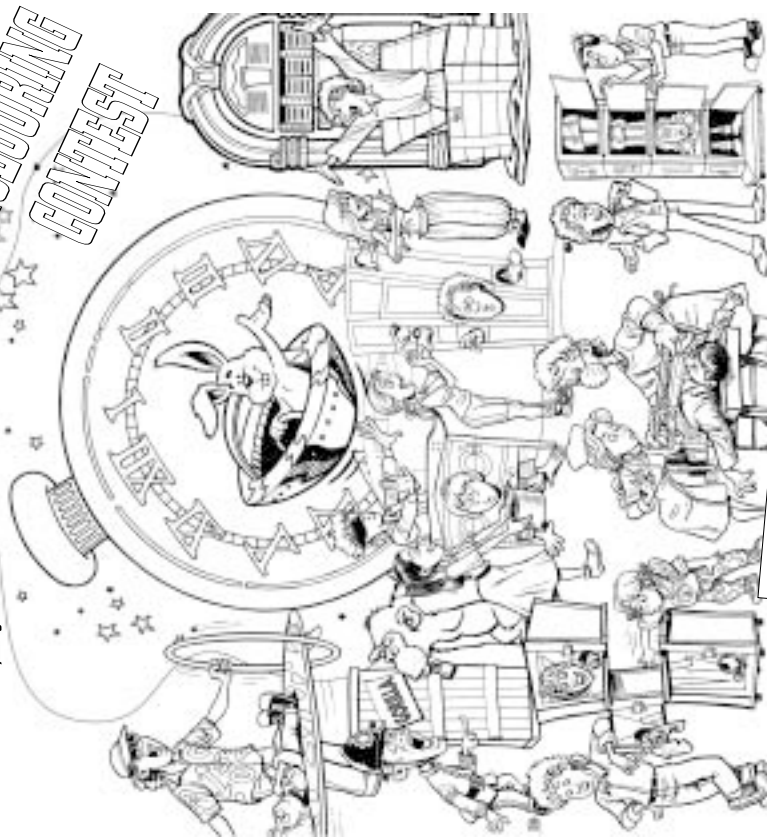


MILLENNIUM MAGIC

starring John Kaplan

'Canada's Favourite Family Magic Show'

COLORING CONTEST



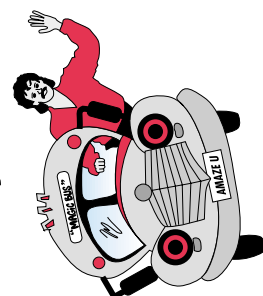
Mark this calendar and come to the show!

Complete and return this page to:

Name of Organization _____
Address _____
Phone _____
Draw Date _____

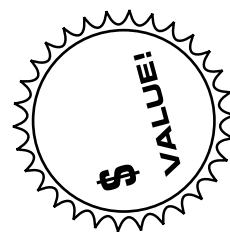
Name _____ Age _____
Address _____
Phone _____

Come to
**JOHN KAPLAN'S
MAGIC BUS SHOW**
and you could



WIN

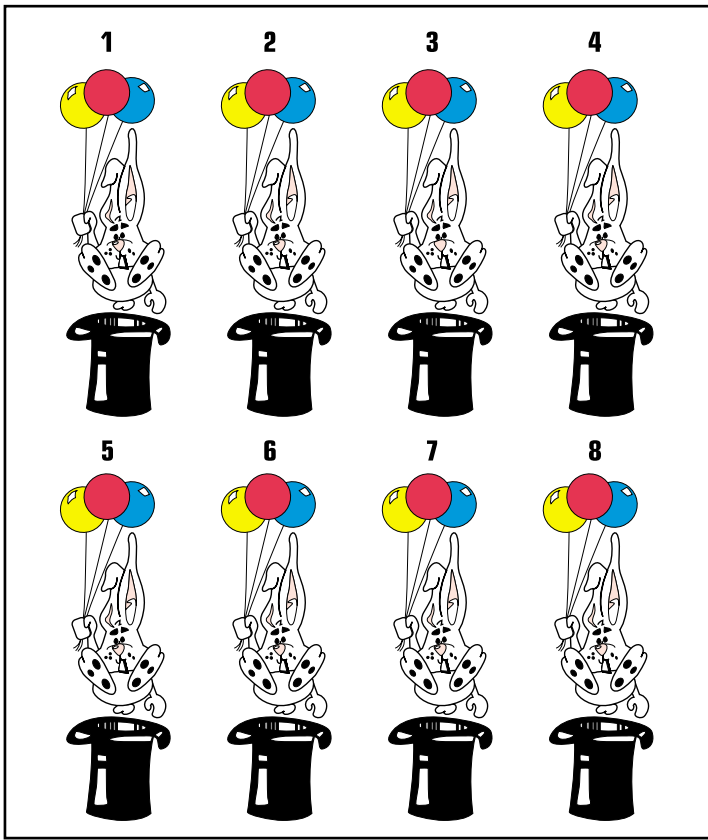
THE CONTENTS OF
**HOUDINI'S
MYSTERY TRUNK**



YOUR key could be the one to unlock the HOUDINI TRUNK displayed in the lobby at the show!

Use this space to provide contest details

Sponsor and Show Information



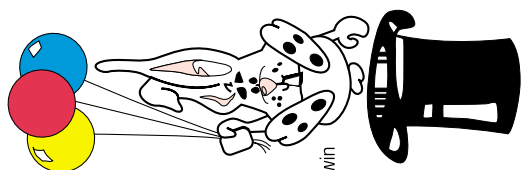
CAN YOU TELL WHICH RABBIT IS DIFFERENT

ENTER TO WIN
FREE TICKETS TO
JOHN KAPLAN'S MAGIC BUS SHOW

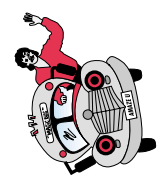
NAME _____
 ADDRESS _____
 PHONE _____

Return this form to:

The Different RABBIT is number

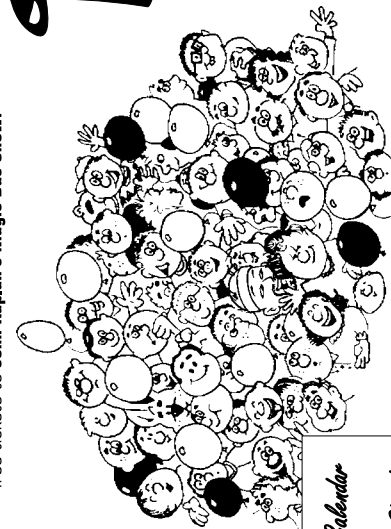


CAN YOU FIND REXDALE THE WONDER RABBIT



JOHN KAPLAN'S
MAGIC BUS SHOW

Rexdale is lost in the crowd somewhere... find him and you could win free tickets to **John Kaplan's Magic Bus Show!**



IF YOU CAN FIND
REXDALE IN THE CROWD,
DRAW A RED CIRCLE AROUND
HIM AND ENTER THE DRAW TO WIN!

*Mark Your Calendar
and
Come to the Show!*

Show Details Here

Name: _____ Age: _____
 Address: _____
 Phone: _____

Complete & return this page to:



WHO would YOU most like to see "SAWN • IN • HALF"
at

JOHN KAPLAN'S MAGIC BUS SHOW

(DATE & LOCATION)
(TICKETS AVAILABLE)

\$1 per pledge to elect your choice of victim!

Person with the most pledges will be SAWN • IN • HALF at the
date/ time performance of John Kaplan's Magic Bus Show

Runner-Up will be SAWN • IN • HALF at the *date/ time* show

- | | | | |
|--------------------------|------|--------------------------|------|
| <input type="checkbox"/> | Name | <input type="checkbox"/> | Name |
| <input type="checkbox"/> | Name | <input type="checkbox"/> | Name |
| <input type="checkbox"/> | Name | <input type="checkbox"/> | Name |

Pledge proceeds will be donated to:

IT'S PARTY TIME!
BRING YOUR BIRTHDAY PARTY TO
**JOHN KAPLAN'S
MAGIC BUS SHOW**

ON
DATE

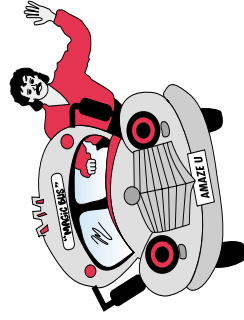
And take advantage of the special group rate!

Plus Enter to **WIN** the BIRTHDAY DRAW!

SHOW DETAILS HERE

**JOHN KAPLAN'S
MAGIC BUS SHOW**

Presented By:



Find your name in the Classified Ads
today and

WIN A FAMILY TICKET
TO...

JOHN KAPLAN'S
"MAGIC BUS"

**MAGIC & FUN FOR
THE FAMILY**

If your name appears just stop in at the
front desk, identify yourself and pick
up your Family Ticket for John
Kaplan's "Magic Bus" Good Sat.
April 24 at the High school Auditorium.

Read & Shop the "CLASSIFIEDS"

*-a treasure chest of goods, services
and information.*



This promotional idea inspired the Kenora Kinettes (April 1993) to come up
with their own contest angle as the sample below shows...

CONTEST

You could win a ticket to see
John Kaplan's

Magic Bus

The Family Magic and Fun Show!

**WEDNESDAY, APRIL 14TH AT 7:00 P.M.
BEAVER BRAE AUDITORIUM**

All you have to do is find the word(s) "Magic Bus" in the classified
section and be the first to call 468-3341 at 8:30 a.m. to 9:30 a.m.
with the correct number of times "Magic Bus" appears and the listings
that they are under. Contest starts on Monday April 5th and runs
everyday until April 8. Each day one ticket will be given away to the
first caller.

This contest is sponsored by the Kenora Kinettes and by the Daily
Miner and News Classifieds.

Daily Miner and News Classifieds.

468-3341

PROMOTIONAL STRATEGIES

On the following pages are a number of real-life examples of excellent promotional campaigns built around The Magic Bus Show which have proven their value time and again. You'll be able to adapt many of these ideas to your other fundraising events.

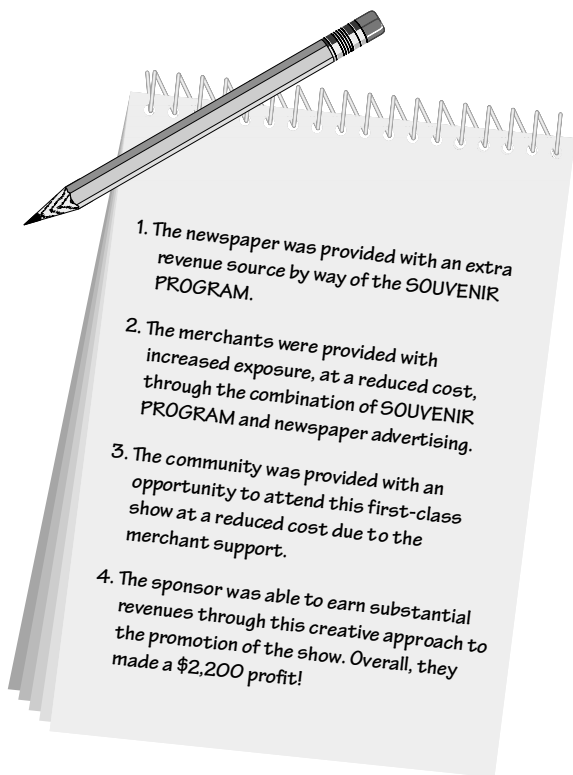
SOUVENIR PROGRAM + NEWSPAPER = \$\$\$

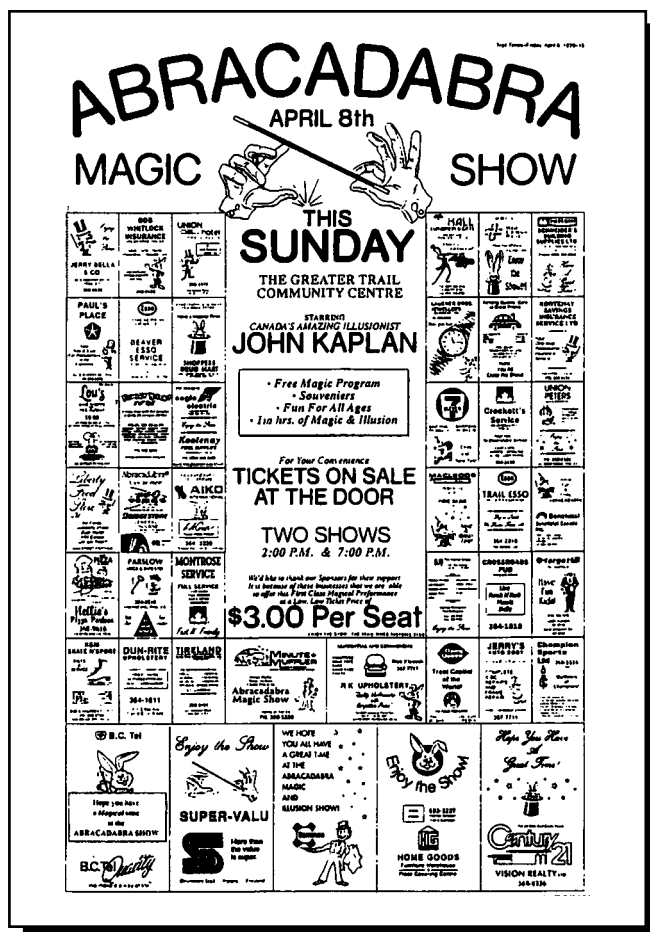
This highly successful promotional angle was conceived and orchestrated by Gordon O'Genski for the Trail Times Fastball Club who we performed for on April 8th, 1990.

Gord's gameplan was to approach the newspaper with a revenue opportunity for their advertising department. In essence, the newspaper printed the show SOUVENIR PROGRAM. The Trail Times advertising department then went to the Trail business community with the following offer:

Advertisers in the show SOUVENIR PROGRAM received a free or discounted block ad in a special newspaper feature published to promote the show. Through the sale of this advertising, enough revenue was raised to be able to reduce the ticket price from \$5 to \$3 so that more families would be able to attend. Of course, the Trail merchants were thanked for their support in this newspaper feature ad.

This promotion was a WINNER in the following ways:

- 
1. The newspaper was provided with an extra revenue source by way of the SOUVENIR PROGRAM.
 2. The merchants were provided with increased exposure, at a reduced cost, through the combination of SOUVENIR PROGRAM and newspaper advertising.
 3. The community was provided with an opportunity to attend this first-class show at a reduced cost due to the merchant support.
 4. The sponsor was able to earn substantial revenues through this creative approach to the promotion of the show. Overall, they made a \$2,200 profit!




PROMOTE THE DAY!

Take advantage of any obvious publicity angles that present themselves, such as seasonal holidays and/or events. Examples of dates which have been perfect matches with our magic show include:

FRIDAY THE 13th (superstition and magic are closely related)

APRIL FOOL'S DAY (magicians "fool" you)

HALLOWEEN (witches, magic)

Other seasonal dates may also be highlighted to create more impact for your event. In our example of a magic show...

MOTHER'S DAY...

“Make MOTHER'S DAY magical for mom! After you've conjured-up breakfast in bed for that special lady, treat mom to a truly magical experience by bringing her to JOHN KAPLAN'S MAGIC BUS SHOW... magic and fun for the whole family!”

Even a regular day of the week can be enhanced as a special day...

MARCH						
Magic Monday	Two-For Tuesday	Wizard's Wednesday	Thursday-night Theatre	Friday Fool's Day	Spellbinding Saturday	Sunday Fun Day
1	2	3	4	5	6	7

26

Perhaps even the DATE of your event can be taken advantage of...

“3 is the magic number! Three ways to have family fun... music, mirth and mystery await you on Friday, March 3rd at JOHN KAPLAN'S MAGIC BUS SHOW...!”

Use your imagination to make your date more interesting, more memorable and more likely to boast a SOLD-OUT event!

SIMPLICITY 3-STEP PROMOTION

Many of our elementary school sponsors with a large student population (300 or more) have been successful with this approach:

1. Put POSTERS up in the school 2-3 weeks before the show.
2. Make school P.A. announcements.
3. Send TICKET REQUEST FORMS home with each child. The parent response to the TICKET REQUEST FORM was enough to fill one or, in some cases, two shows.



While this campaign may be all that is required for some events, in many cases you will want to adopt as many of the suggestions outlined on these pages as possible, and put together an extensive promotional campaign to ensure the financial success of your project.



CLASSROOM WALK VIDEO PROMOTION

Thanks to Gina Ilsey, parent rep from LANGLEY FINE ARTS SCHOOL in Fort Langley, BC for coming up with this excellent in-school promotion in February, 1994.

Gina took our popular SECRETS OF MAGIC instructional video, along with the 30-sec JOHN KAPLAN'S MAGIC BUS SHOW promotional video and enough copies of the COLORING CONTEST page around to each classroom.

After playing the promotional video, Gina invited the kids to get to know John Kaplan better through the playing of about 10-minutes of the SECRETS OF MAGIC video. This gave the kids a more personal visit with John, during which time they also learned how to perform some great magic tricks.

Gina says this strategy was a winner! Not only did the kids get to "meet" John before the show, they were really excited about the magic tricks they learned and anxious to attend the upcoming show. Rounding out her classroom visit was the COLORING CONTEST page Gina left with each of the kids. Here, Gina took a rather interesting approach...



Rather than judging the COLORING CONTEST for free tickets to be won, Gina decided to offer some MAGICAL DOORPRIZE items as the prize. Those bringing their completed COLORING CONTEST entries to the show had their names put into a draw to win magic videos, T-shirts and other show souvenirs. This encouraged show attendance without sacrificing ticket sales, a strategy which Gina says also worked very well for them.



In 1989, the Osgoode Township High School in Metcalfe, ON sent two of their students dressed as clowns through the elementary school classrooms... this brightened the children's day, advertised the show, and according to Pierre Massie, "the response was great!"

PRE-PUBLICITY CONTEST PROMOTION

Many of our sponsors hold contests in conjunction with their promotion of JOHN KAPLAN'S MAGIC BUS SHOW. Here's a contest that builds community awareness and anticipation EVEN EARLIER... a contest that actually kicks-off your publicity campaign!

“ The Penticton Blazers are presenting Canada's finest family show this spring. Be the first to obtain your tickets... absolutely FREE... by correctly answering the following five questions:

1. Who is the star of the show?
2. What is the show name?
3. When is the show being held?
4. Where will the show be playing?
5. Why is the show coming to

Check the TRIBUNE for clues which will enable you to figure out the answers to these questions, then drop your entry-form off at HAYES SUPERMARKET. Contest deadline is Friday, March 23rd when TICKETS GO ON SALE for this wonderful family event! ”



Clues can be provided in a number of interesting and even magical ways...

1. CODED MESSAGE

- black out all letters which fulfill a given set of parameters... those remaining spell out event name

2. REBUS

- solving the picture puzzle reveals answer to name of event

3. MIRROR MESSAGE

- holding a mirror up to a backwards message allows the reflected image of the event date to be read

4. PUZZLE RHYME

- contains enough geographical information to provide event location

5. WORD JUMBLE

- rearrange the letters to decipher answer to WHY question



Take this idea to the Promotions Department of your local newspaper or radio station. Their copywriters will be able to put together a contest with clues that stimulate public imagination ... and awareness!



In March 1991 Bob Paul, principal of WALTER LEE SCHOOL in Richmond, BC designed a creative approach with his students. Based on John Kaplan's performance of Houdini's classic METAMORPHOSIS illusion, Bob assigned an essay-writing task that challenged the students to describe how they would accomplish the illusion. This stimulated much classroom discussion and was an excellent lesson in creative thinking and problem-solving!

15 WAYS TO PROMOTE AT OTHER EVENTS

Your group may be involved with other activities in the weeks or months leading up to the event. These are excellent opportunities to get the word out, especially because this type of advertising is direct, personal and in most cases... FREE.

There are many types of activities which groups like yours become involved in. Here is a partial list...

charity auction	field trips	dance social	sports tournament
mini carnival	bingo	hot dog day	potluck supper
track & field day	awards night	community meeting	bake sale
casino night	telethon	fashion show	talent contest

The ways you can promote your fundraiser at these other events are as varied as the events themselves. For example...

1. TICKET TABLE

Very little effort is required to set up and operate a ticket-selling table at almost any of your other events.

2. P.A. ANNOUNCEMENTS

Have a short radio script read by the dance DJ, auctioneer, awards banquet M.C. or member of your group wherever the occasion permits.



3. FREE TICKET DOORPRIZES

Make tickets available as doorprize giveaways at events hosted by your group or others.

4. FLYERS

Run off some inexpensive flyers to be distributed to all in attendance.

5. POSTERS

Hang posters in the location of any major community gathering or event.

6. “HIT LIST” SIGN-UP

In THE MAGIC BUS SHOW we always involve an audience member in our “Sawn-in-Half” or “Guillotine” illusions. Take a moment during the event’s proceedings to introduce your HIT LIST, an amusing way of selecting a local personality to be the participant in a dunk-tank, kiss-a-pig contest, etc at your upcoming event.

7. SKIT

Get several members of your group together and perform a short skit, sing a song or perform a magic trick to advertise the upcoming event in a unique and very memorable fashion.

8. DEMONSTRATION LESSON

If promoting a magic show, you could hand out some simple props and have an outgoing member of your group teach an easy-to-learn magic trick. Or, have someone present a make-up demonstration or other “How-To” lesson that ties in with your upcoming event.

9. SCAVENGER HUNT

Hide some free event tickets and provide clues for people to team-up and attempt to locate them. A fun activity and a nice interlude during a sports day or other event.

10. TICKET RAFFLE

Raffling off show tickets at other events can both promote the show AND provide an extra revenue source.

11. FISH POND

Every mini-carnival has a Fish Pond. Some sponsors of THE MAGIC BUS SHOW have made one in the shape of a giant Top Hat, used “magic wands” as fishing poles and had some magic tricks and show tickets as “fish”. Don’t forget to have lots of posters on display!

12. PUBLICITY VEHICLE

Borrow a truck, trailer, or decorate a member’s car with signage that hints at your upcoming event and leave it prominently displayed in the parking lot. Plenty of curiosity will be aroused which you later satisfy by announcing the event details. This is the type of advertising that will be remembered!

13. SONGLIST

If music is part of another function, you might find some songs which the DJ can play occasionally that tie-in with your upcoming event. This will serve to make the DJ’s information announcement more memorable.

Here is an example of some magic-themed songs which sponsors have used to help promote the MAGIC BUS SHOW...

ABRACADABRA / Steve Miller Band

MAGIC MAN / Heart

YOU CAN DO MAGIC / America

MAGICAL MYSTERY TOUR / Beatles

IT’S MAGIC / Cars

DO YOU BELIEVE IN MAGIC / Lovin Spoonful



14. CENTERPIECES

To promote your fundraiser at a banquet or dinner social, make up some table centerpieces themed around your event. Small flower pots done up as Top Hats with some magic wands and a few twisted balloon animals is one inexpensive, effective display idea we've seen used by groups involved with our magic show fundraiser.

15. DISPLAY TABLE

Construct an attention-getting display that promotes both your group and fundraiser. This can be a part of your sales table which can be set up at most any event. We provide sponsors of THE MAGIC BUS SHOW with magic puzzles and optical illusions for just this purpose



Get your group together for a brainstorming session to come up with other promotional ideas. Often good creativity can be inspired in an informal setting with a relaxed atmosphere.



One of the keys to success with most fundraising projects is to keep all of your expenses to a minimum. Advertising can be the single biggest expense, yet there is no need for it to get out of control. We recommend that you spend no more than absolutely necessary on paid advertising, and get everything you can for free, through the help of volunteers, donated advertising, tie-in promotions, etc. Here is where your PROJECT TEAM's creativity will pay big dividends.

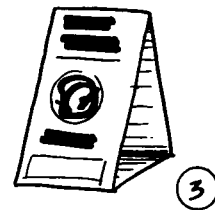
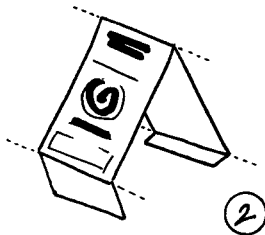
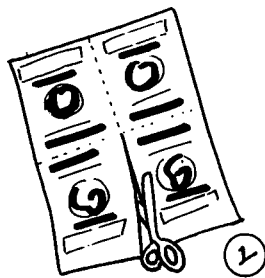
EXPAND YOUR FAMILY MARKET

Whether hosting an event or selling a product or service to the family market, you'll find that promoting your fundraiser in schools and through community notices is one sure-fire way to reach the family market with your advertising. Here is another...

A good many families make visits to the offices of your local dentist, pediatrician, optometrist, clinic, etc. These professionals may be happy to display posters and make flyers available in their waiting rooms.



For a convenient way of dispensing flyers through counter-top displays, provide a handy TABLE TENT like the one illustrated to these offices.



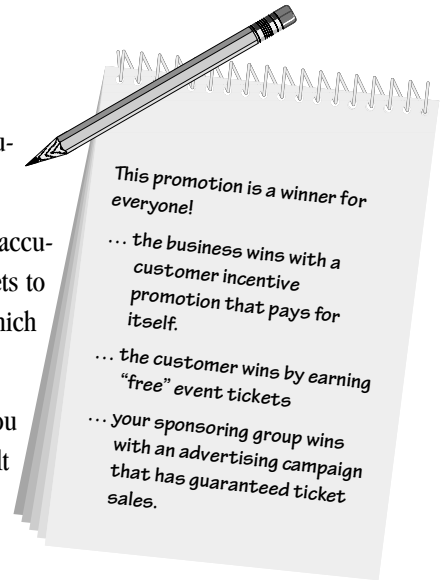
Don't forget these professionals when making the rounds for SOUVENIR PROGRAM advertising and block ticket sales!

FREQUENT FLYER PROMOTION

This angle takes its cue from the “Travel Miles” and “Club Points” programs so popular today, and works very well in conjunction with an event-style fundraiser.

Arrange with several businesses to award free event tickets to their customers who accumulate a certain amount of points, based on purchases. You sell a block of tickets to these businesses at a discount. Participating merchants determine the point value which enables them to recover their ticket costs.

Incorporate a theme, so that this points program strongly identifies with the event you are hosting. For example, collecting “Magic Bus Miles” is a successful theme built around our MAGIC BUS SHOW.



COLORING CONTEST PROMOTION

Coloring Contests are always popular with children. This makes for a highly effective way to get word of your fundraising event out to the family market.

A COLORING CONTEST can be run in schools, through the newspaper or hand-delivered flyers delivered directly to homes. The concept is simple: Kids color-in the contest page and entries are judged for prizes, such as free tickets to your event.



Prominently display all of the entries in the event facility. This gives the kids recognition for their efforts and contributes to a festive atmosphere on event day.



Instead of giving away free tickets to be won, consider offering winners a DOORPRIZE. This will encourage event attendance as only those bringing their contest entry to the event have a chance to win.



Get a shopping mall involved as a place to display the contest entries prior to the event. This creates a large billboard advertisement for your event... free!

CELEBRITY GUEST PROMOTION

This promotion was developed directly in conjunction with one of the features of our MAGIC BUS SHOW. I'll explain how it works in the show, so that you'll be able to take this concept and adapt it to other events you might promote.

Audience participation is a prominent feature of our touring show. We involve members of the audience in some of the presentations onstage, and always featured are the SAWING-IN-HALF or GUILLOTINE illusions.

This gives sponsors the opportunity to pre-select a “celebrity” volunteer... someone who the public would enjoy seeing as a SAWN-IN-HALF or GUILLOTINE victim! By adding this element to the advertising campaign, interest is increased and another reason provided for people to make sure they attend the show.

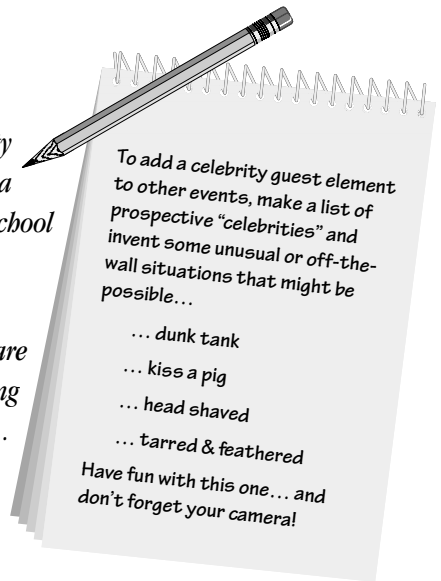




The more popular the volunteer, or the greater their celebrity status, the greater the impact of this promotional angle. Media personalities, professional athletes, politicians and popular school teachers are good choices.



Get newspaper and radio interviews with the volunteer. Prepare a list of questions for the interviewer that relates to the upcoming experience. This makes for great local human interest news... and advertises your show!



TICKET GIVEAWAY PROMOTION

When hosting a show or other ticketed event, always provide a quantity of tickets for free giveaways.

These tickets will have a tremendous advertising benefit, and can also build attendance to the event. Tickets can be given away on the radio, through the newspaper and at other events.

Radio DJ's giving away tickets on-air promote your event to hundreds, even thousands of listeners. The same kind of results are obtained through free tickets given away in a newspaper contest.

If a shopping mall is holding a big function, such as a fashion show or sale promotion, tickets given away can provide advertising to hundreds of people in attendance.

32



Make some of your free-giveaway tickets the "Half-Price" or "2-for-1" variety. For every one of these tickets used by the winner, one real sale is created.

TEN SPECIAL ADVERTISING APPROACHES

1. RESTAURANT TRAYLINER

Many restaurants have paper trayliners or placemats that feature advertising or list a calendar of events. If not, print up your own and give to restaurants in your community.

2. BILLBOARDS

Build your own billboard and locate it along a busy street. You can also rent portable signs to display your message, or have businesses with signs donate space to advertise the event.

3. LOUDSPEAKER DRIVE

Equip a car, truck or van with a loudspeaker hooked up to your tape deck and do a rush-hour drive through town.

4. BANNERS

Paint or letter large canvas, nylon or paper banners and hang them up in your community. The event facility, above the street or on the side of a parked semi-trailer are some location ideas to get you started.

5. WINDOW DISPLAY

Using simple props, posters and photos, etc, a creative member of your team can put together a highly effective window display. Find a willing store-owner to participate, or utilize a glass cabinet or trophy-case for this purpose.



6. COMMUNITY CALENDAR

Most newspapers print an EVENTS CALENDAR and radio stations broadcast PSA's (public service announcements) for non-profit organizations and community groups. Make sure your event is listed.

7. BOOKMARKS

Do up a bookmark-sized flyer... these advertising bookmarks are very inexpensive and can be placed in all the libraries and school libraries in your community. Local book-sellers may also be pleased to distribute these for you.

8. ADVERTISING NOVELTIES

Companies specializing in promotional advertising items such as ballcaps, T-shirts, pens, coffee mugs, etc. can be considered when you are planning your advertising campaign.

Besides advertising your event in advance, this merchandise can both be given away as prizes at the event itself and sold, creating a PIGGYBACK FUNDRAISER.

9. DOORPRIZE PACKAGE

Here is a great way to create EXTRA-VALUE to your event tickets which will in turn improve sales.

Offer a doorprize or doorprizes donated by local businesses. By numbering your tickets, or having people write their names on the backs, you can make a draw from the tickets you collect at the event.

Offer people an opportunity to purchase extra tickets on the Doorprize Draw at the event. This creates a PIGGYBACK FUNDRAISER that will increase your total revenue.

10. RUBBER STAMP

An inexpensive way to add event advertising to all of your correspondence! Get several stamps for other members of your team, and have a "stamping" party to put your advertising on flyers sent out by other businesses.



Casinos frequently dispose of used playing cards... these can become inexpensive mailbox stuffers with your event information rubber-stamped on the card back. The unusual nature of the flyer will ensure that it gets noticed!



Your community may have some unique elements that offer a number of other great special advertising possibilities. Have a brainstorming session with your team members to come up with methods to get your advertising seen more often... with greater impact.

POST-EVENT CAMPAIGN

Well-promoted and properly run, your fundraising event should generate positive interest through media reviews and word-of-mouth. You can harness this publicity to promote your organization and your next event!

Invite the media to the event through complimentary MEDIA PASSES. Make sure you have some written material you can give to the reporter at the event, or arrange an interview before the story is published.



POST-SHOW CONTEST

If you have been running contests associated with your event before the advertising campaign... during the campaign... at the event... why not have one following the event?

This contest might focus on what the people saw and remember from the event. You can offer it as a push for a local charity, as this example from our MAGIC BUS SHOW indicates:

“ If you were at JOHN KAPLAN'S MAGIC BUS SHOW this past weekend, you saw some amazing magic happen! Now, you can help MAKE some magic happen, for the Interfaith Food Bank. Just complete the contest entry form and drop it off along with your food donation at the WESTEND MALL. Prize winners will receive the following quality products donated by the WESTEND MALL MERCHANT'S ASSOCIATION...”

Use your imagination. A good post-show contest can pave the way for success with your next event.



You may even be able to run this post-show contest as a Piggyback Fundraiser. In this case, contest entries could be accompanied by \$1, the winner getting 50% of the total cash value of all entries received.

BOX-OFFICE PROMOTION

For an event fundraiser involving the purchase of entry tickets, a contest which encourages people to visit the Box-Office where tickets are being sold can be used as an incentive to stimulate advance ticket purchases.

This can take the form of a simple draw in which people fill out an entry blank and drop it into the contest barrel, both of which are located only at the Box-Office.

Or, make the contest more challenging by having entrants look for clues hidden about the Box-Office. This is a wonderful promotion to get a radio sponsor involved with.



Because your objective is to get people to the Box-Office for the purpose of buying tickets, your contest prize should be something OTHER than free show passes. Consider something of high value, and look for a business to donate the prize in exchange for the publicity generated.

MEMBERSHIP PROMOTION

Jay Tucker, of BIGGAR MINOR HOCKEY passed this one along to us. When each child is signed up for hockey, the parents write a cheque for approximately \$150 and are given books of raffle tickets which they must sell in order to recover their money. With around 100 kids enrolled, that's a guaranteed revenue base of \$15,000+ (less the cost of raffle prizes which are obtained locally at a discount).

By selling their entire book of tickets, sellers will realize a profit of up to \$50, creating a further sales incentive.

PREVIEW SHOW

In 1996 the HAY RIVER GUIDES held an in-school afternoon show to preview the evening performance. The 45-minute program gave students a taste of what the full show was all about, and ensured a SELL-OUT that evening.



LAST MINUTE ADVERTISING PUSH

Unless you have sold out your event with your advance ticket sale, you can expect to have people buying their tickets at the door.

Good door sales are not an accident. They are often the result of an effective last-minute advertising push. It is not uncommon to sell at least as many tickets at the door as were sold in advance, even more.

Self-standing wooden SANDWICH SIGNS measuring approximately 2 ft wide x 4 ft high are very effective “day-of” event advertisers. These are signs which can be placed on any sidewalk, street centre-median, shopping mall lobby, etc. Think about the best place to put these signs in your community.

BANNERS you can hang above a busy street, outside your event entrance, on a truck or trailer parked in a shopping mall parking lot etc. Think about the busiest and most-viewed location to position such a banner in your community. Your group may have to obtain the necessary permission or special permits for this sort of outdoor signage.

FLYER BLITZ

Get a small army together and put flyers under car wiper blades. Good locations are shopping mall parking lots, downtown core, local community, etc.

COSTUMED CHARACTERS

Have two or three of your crazier club members costume themselves in clown attire or a gorilla suit and visit schools, wave at motorists with event advertising, signs and banners, etc.

PROMOTE YOURSELF!

This is a way you can promote your own group at an event. Jim Rennie, of the WHITECOURT TAE KWON DO club, had his group give a demonstration to the Magic Bus Show audience during the 20-minute intermission. This was excellent exposure to the several hundred people in attendance, which undoubtedly led to greater interest in the club and the programs offered.



OVERCOMING OBSTACLES

It is the rare and fortunate sponsor that encounters no obstacles when undertaking a fundraising event. By learning to anticipate possible problems beforehand, and being prepared to view them as challenges to be met and solved, you can effectively minimize the impact they will have on your project.

Here are some challenges we've seen encountered and solved by sponsors of our MAGIC BUS SHOW:

- 1. CHALLENGE:** We would like to conduct an extensive advance ticket-selling campaign, but lack manpower and time.

SOLUTION: You can increase your manpower by working together with another group on the basis of a co-sponsorship. That means they will either share in your profits for the manpower they provide, or you will owe them future help toward one of their projects, etc. Another solution is to offer a discounted rate to a youth group in exchange for their assistance in distributing flyers and posters. Perhaps they can be given blocks of tickets to sell to family and friends, in exchange for free tickets to themselves, or in exchange for a sharing of project earnings. Groups to approach might include scouts, cubs, beavers, guides, brownies, cadets, minor hockey players, etc.

- 2. CHALLENGE:** There is a dinner-dance going on the same night as JOHN KAPLAN'S MAGIC BUS SHOW and most of the parents will be there instead.

SOLUTION: Many of these parents will probably be leaving their kids at home with a babysitter. Your group might be able to provide pick-up and delivery of such children, and turn the show into an ideal babysitting service for the evening.

- 3. CHALLENGE:** The cubs and brownies all meet the same night as the show and we were counting on their support.

SOLUTION: Offer a special package discount to the youth group and promote the show as a special event or field trip.

- 4. CHALLENGE:** Half the town is leaving to visit relatives because of the weekend (holiday, etc).

SOLUTION: If your townspeople are leaving, chances are that people in a neighboring town could be in the mood to get away from their area for the weekend also. Step up your advertising in outlying areas.

- 5. CHALLENGE:** There is an important event conflicting with the date the show will be in town.

SOLUTION: Often it is possible to reschedule events if there is enough notice given and people are approached in a spirit of co-operation. Sometimes all you have to do is ask.

- 6. CHALLENGE:** People in this town are funny... they always wait until the last minute to do anything. That's why we didn't try to sell advance tickets.

SOLUTION: We quite often hear that from sponsors, and believe that it is a big mistake to use this as an excuse for not putting in an effort to sell advance tickets. Even if advance ticket sales are dismal,



there is one thing to remember: Your TICKET SELLERS have been talking about the show for 2 to 4 weeks. That's a lot of advertising, and it hasn't cost you a penny. And, keeping your advertising costs down yet maximizing your public awareness is how to win with the project. So, it really is worth it to pursue an advance sales campaign. You have everything to gain and nothing to lose!

7. CHALLENGE: Our advance ticket sales are discouraging, and we are concerned about how we will do on show day.

SOLUTION: Number one, never let poor ticket sales become public knowledge. Always advertise the idea of "limited seating" and "still a few tickets available but hurry". Keep up the enthusiasm of your promotional team through thick and thin! We have done many, many performances where advance sales have been less than anticipated yet door sales have exceeded expectation and profits have been made. Don't lose faith... it's never over 'til it's over! Prepare back-up gameplans, brainstorm other promotional strategies and live by the "Turn a negative into a positive" rule.



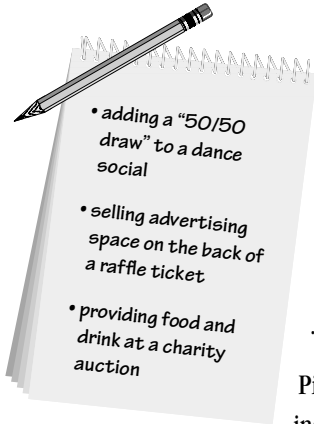
On June 21, 1997 we presented a series of shows benefiting six Richmond elementary schools. Advance ticket sales had been slower than hoped, and we had 3,000 Souvenir Show Programs which advertisers had been promised would be distributed. Here's how we made good to the advertisers, and increased our show attendance: a couple of days prior to the show, we went on a mailbox-stuffing campaign, using the Show Programs as flyers!



Thus, over 1,000 programs were distributed directly to householders, with nearly another 2,000 distributed on Show Day. Make sure your Show Program has all the pertinent information printed on the front cover, including show date, time and location... in case you need to turn a negative into a positive the way we did!



PIGGYBACK FUNDRAISERS



... these are all examples of Piggyback Fundraisers that will earn you extra money.

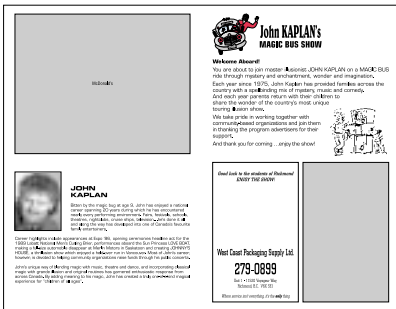
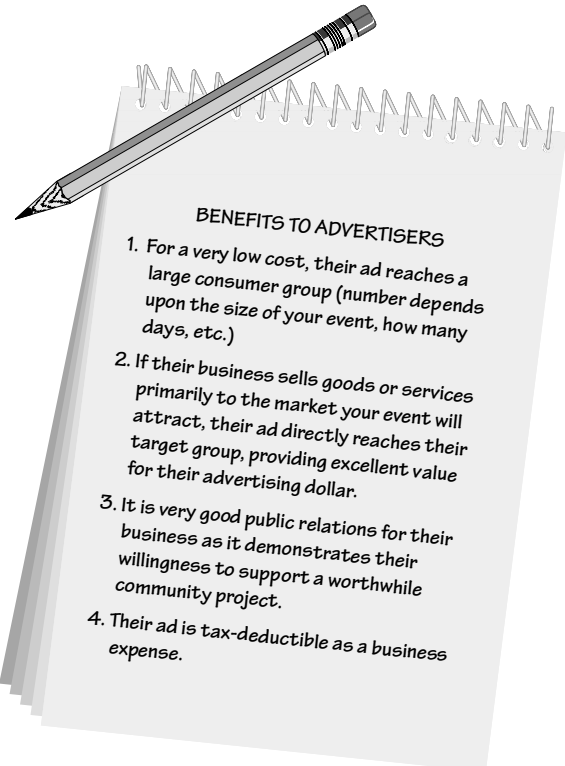
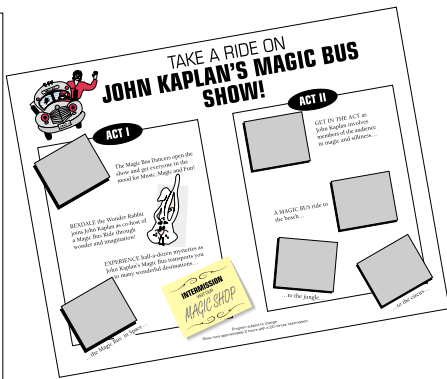
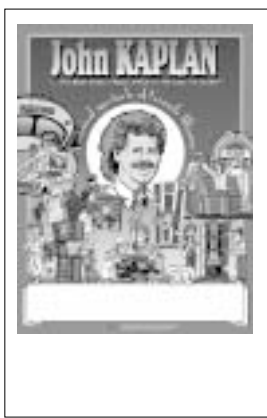
Piggyback Fundraisers are fun to develop, and should always be a part of your brainstorming sessions. The following pages detail a number of highly successful Piggyback Fundraisers from THE MAGIC BUS SHOW which provide practical examples you can adapt to other projects.

SOUVENIR PROGRAM

A SOUVENIR PROGRAM which you distribute free to people attending your event can cover all of your base costs ... even make you a profit ... before you have sold so much as a single ticket.

In addition to being a memorable keepsake of the event, the SOUVENIR PROGRAM contains advertising for various stores and services in your local business community... advertising which you have been paid for.

Following our magic show example, we've reproduced a Souvenir Program which was put together in June, 1997. It took approximately two weeks to complete, and brought in \$2,000 of advertising revenue.



Here are some guidelines to help organize your Souvenir Program effort.

About 6 weeks before the event, your ADVERTISING DIRECTOR and group representatives make calls on businesses in your community. In deciding which businesses to approach, consider who will be attending your event. In the case of our magic show, the best candidates for Souvenir Program advertising are businesses who sell products or services to the family market, such as video rental, grocery, shopping mall, realtor, car dealer, drycleaning, furniture store, gas station, etc).

Inform the business owner or manager about your event and what the funds raised will be used towards. Explain that this event will also provide a promotional opportunity for their business, and point out all of the benefits to them when they advertise in the event Program.

As a further incentive, you might also offer businesses a number of free tickets to the event, depending upon the size of their ad.



Instead of regular ads, suggest to businesses that they run a COUPON ad. That way, their ad will produce direct and measurable results for them.



Make a presentation to an entire group of business owners at ROTARY CLUB luncheons, CHAMBER OF COMMERCE meetings and so on. This is a very efficient way to reach this market and interest them in the SOUVENIR PROGRAM, V.I.P. PASS, CORPORATE DONATIONS and other forms of participation in your venture.

Make sure that you print enough copies of the program to give one each to everyone who attends the show, plus a few extras that you can leave as “counter copies” with merchants who have purchased advertising space.



If printers in your area are too expensive, you can cut costs by doing the photocopying, collating, folding and stapling yourselves. You might even be able to sell or trade some advertising space in the Program to your printer for a better deal.



It is a good idea to save some space in the program for your own group to write a nice “Thank You” note to the businesses who have supported the venture and the public who have attended the event.

Use space in the Souvenir Program to promote your next fundraiser!



Businesses need to advertise. Remember that when you offer businesses the opportunity to place an ad in your Souvenir Program, you are not “bitting them up for a donation”. They are receiving an effective, low-cost way to keep their business in front of the buying public.



When soliciting Souvenir Program advertising, always have several purchase options to present the business to increase your chances of leaving with a sale.



OPTIONS AVAILABLE TO BUSINESSES

Now that you have some idea of what you can offer to the business, start your selling at the TOP of the list, with the most expensive option, and work your way DOWN.

By approaching a business-owner in this fashion, you can generally be confident of walking away with some form of assistance which is both manageable for the business and helpful to your cause.

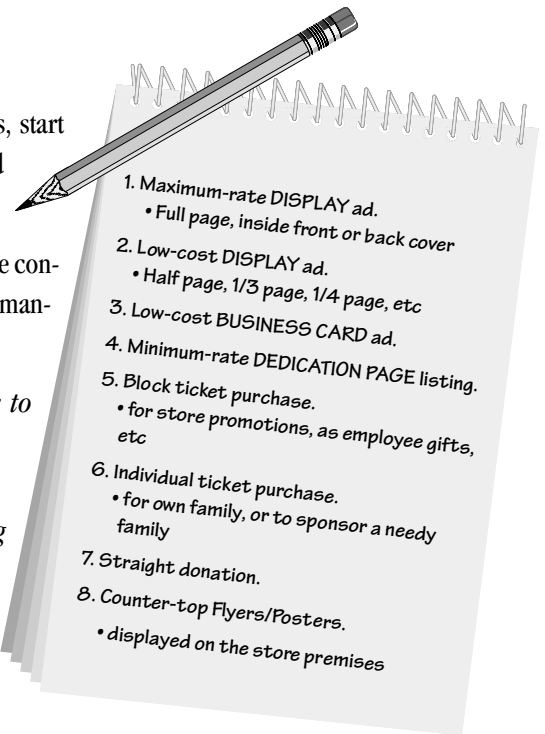


Don't forget to take some of your event tickets to sell!



Certainly you should have no trouble convincing any business that is willing to purchase an ad in the Souvenir Program to also put up your posters and flyers, as increased show attendance provides them with a better advertising benefit.

ALWAYS LEAVE WITH A SALE!



DEDICATION PAGE

Not all of the businesses you approach will want to, or can afford to, place a display ad or even a business card ad in your SOUVENIR PROGRAM. Make sure that you offer these businesses a low-cost alternative, by way of a DEDICATION PAGE.

An inexpensive, one-line listing on a page within the SOUVENIR PROGRAM entitled “Special Thanks” can give these businesses representation and demonstrate their willingness to support their community. This will create a positive, memorable impression for that business.



You might also consider offering this “Special Thanks” listing as an extra-value incentive to ALL of your advertisers. In addition to their paid display ad elsewhere in the program, advertisers receive a FREE LISTING on the DEDICATION PAGE.

CORPORATE SPONSORSHIP

A corporate sponsor is a business which underwrites some or all of your incurred costs, in exchange for the public relations and/or promotional value they receive.

Sometimes, as in the case of newspaper or radio companies, corporate sponsorship can be obtained for services they can provide, rather than cash remuneration.



The larger the business or corporation, the greater the chances of having a more significant amount of your expenses covered.



Often two or more corporate sponsors can be brought on-side to help you with your event. You will most likely be expected to mention the corporation in all of your advertising, and add their name or logo to your posters, print ads and Souvenir Program cover.



Approach the Promotions Department or Advertising Sales Manager when contacting businesses regarding a sponsorship opportunity. Be sure to provide a list of benefits to the company, stressing the worthwhile nature of your group's cause.

CORPORATE DONATIONS

Many large companies and corporations have a mandate to put something back into their communities, and all have a strong desire to be recognized for their positive contributions.

Some wish to donate anonymously to charities and organizations with shared goals and ideals.

Your covering letter should focus on the specific cause for which you are raising money.

CORPORATE DONATIONS SAMPLE LETTER

Dear:

Our organization is hoping to raise \$ ___ towards (here, elaborate on the nature of your cause)

On (date) we are hosting (name of event). All proceeds will go directly to the cause we have chosen to support.

To keep our costs down, thereby increasing our contribution to (cause), we are asking for your help with production expenses. Attached is a budget outlining items we need assistance with.

Your donation of \$ ___ would go a long way towards helping us meet our objective. And, in exchange, we would be pleased to ensure that your corporation receives a valuable public relations benefit through logo representation on all posters and print advertising, as well as in the Souvenir Program which will be distributed to all who attend the performance.

Won't you be kind enough to help us with this worthwhile project? I will follow-up this letter with a phone call in the next few days. Thank you very much!

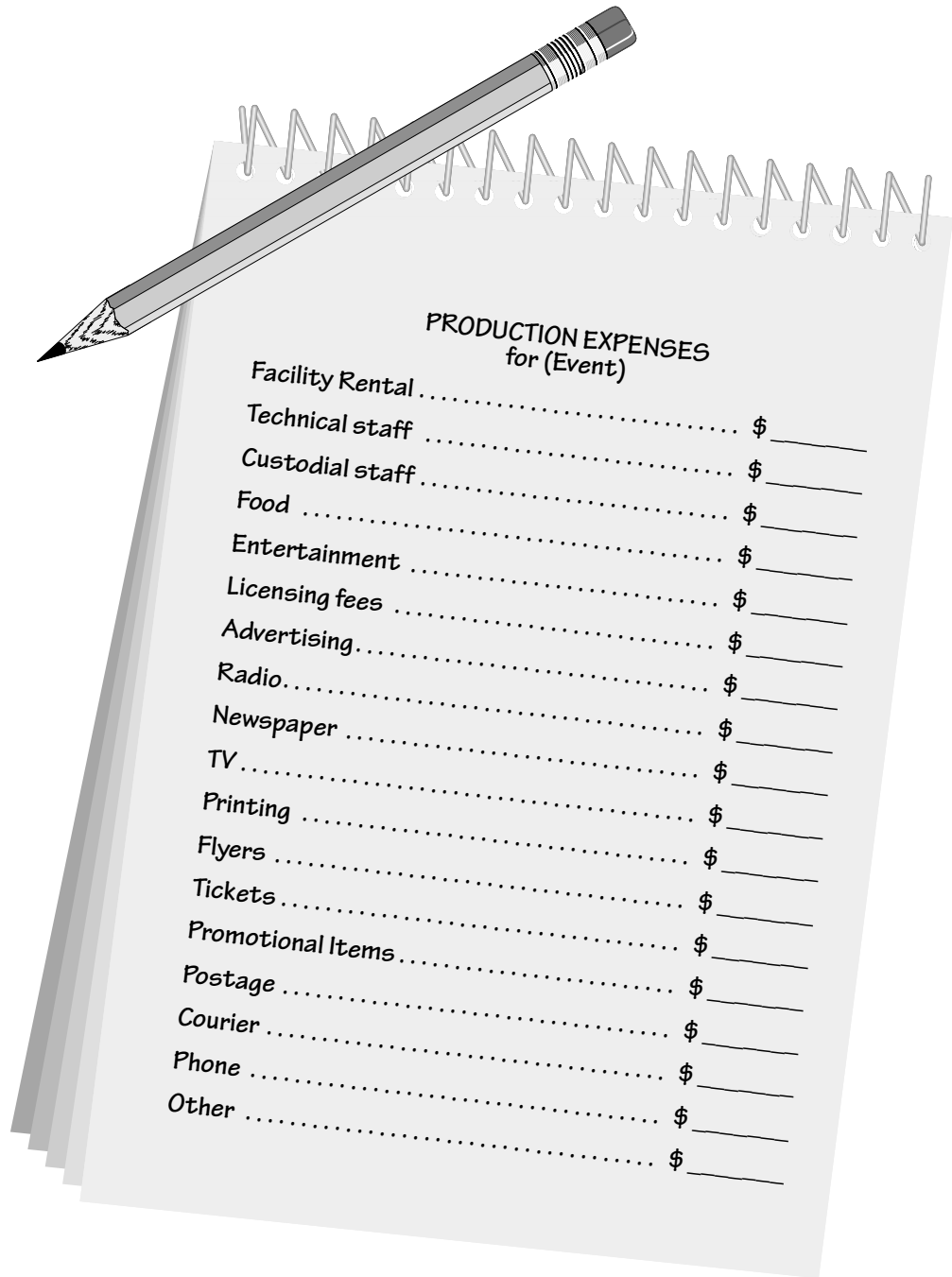
Yours sincerely,



Send a copy of the Expense Record with your donation request, along with a suggestion that they help defray a particular cost as itemized.



PRODUCTION EXPENSES



PRODUCTION EXPENSES
for (Event)

Facility Rental	\$ _____
Technical staff	\$ _____
Custodial staff	\$ _____
Food	\$ _____
Entertainment	\$ _____
Licensing fees	\$ _____
Advertising	\$ _____
Radio	\$ _____
Newspaper	\$ _____
TV	\$ _____
Printing	\$ _____
Flyers	\$ _____
Tickets	\$ _____
Promotional Items	\$ _____
Postage	\$ _____
Courier	\$ _____
Phone	\$ _____
Other	\$ _____

Use this as a guideline for preparing your own expense record.



NEWSPAPER PROMOTION

Here is an excellent way for your group to obtain a full-page newspaper ad for your event . . . at no cost whatsoever! It will also earn you extra money.

This is similar in concept to your Souvenir Program. Here, however, the advertising space you will be selling to local businesses is in your community newspaper, rather than an event program.

The other difference is that the advertising comes out prior to the show, and the newspaper circulation provides your advertisers a potentially greater market area.



Use this newspaper advertising promotion in conjunction with your Souvenir Program project. They compliment each other nicely and can provide advertisers with a bigger bang for their buck.

Offer to purchase a full page ad in your local newspaper, then re-sell BUSINESS CARD ad spaces to merchants in your community. Make sure the newspaper's advertising sales manager and editor are aware of your intent; there shouldn't be any objection.

Set the price you are charging businesses for their adspace in accordance with what you require to cover all the costs of the full page, plus enough to earn your group some profit on the deal.

"The best family magic show in the past ten years!"

Centennial Theatre, North Vancouver

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\$229,999
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Only 12 units left... Call dealer for details
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MAGIC BUS SHOW



2-HOUR FUN

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That's not magic...that's a fact!
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TICKETS AT THE DOOR OR RESERVE BY PHONE
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7-11 to 12 yrs old
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School District 38 Fundraiser benefiting:
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James Whitbread Elementary
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1 YEAR EXCHANGE PROGRAM

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FAMILY VALUES!
RENO 3/4 Nights from '379
LAS VEGAS 3/4 Nights from '479
BELLINGHAM DEPARTURES Reno/Air

Hagens TO BOOK CALL **257-2185**

Richmond Students are proudly supported by the participating advertisers on this page.
ENJOY THE SHOW!

COMMAND
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INSTALLER OF CHOICE
Serious about Security

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244-1682

Vancover Aquarium
1000-1000 St. James St. S.
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at the Old Orchard Center
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PERFECT MAGIC SHOP
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RICHMOND GO-KART TRACK
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6631 Siderway, Road
Experience the thrill of go karting just for all ages!

CEPIL
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Richmond
273-5855



FANTASY AUCTION

We first saw this concept utilized by the B.P.O. ELKS of Agassiz, BC. Several years later, the LIONS CLUB there adopted it with equally successful results. Thanks to Bob Forde for sharing this with us.

The idea is to run an AUCTION in conjunction with another event, such as a theatre production, dinner dance, etc. Items for this auction are donated by your local business community. These can be either goods or services, which you then auction-off during the event.

The “Fantasy” theme of the auction is aided when several of the sale items include such things as a weekend getaway, hot air balloon ride, boat cruise, exotic food basket and other romantic or fantasy-fulfilling items.



Get a trained auctioneer to donate time for this event. A professional will ensure you of maximum earnings, plus add an element of fun and excitement to the proceedings.

Participating businesses benefit from the product advertising they receive during the auction, as well as the great public relations boost they gain by helping your group’s cause.

CAR WASH

Wondering what the most effective way of delivering flyers to the public would be, Ilene-Jo Roitman and her drama class of Delta Secondary School in Ladner, BC came up with this terrific idea... a carwash!

On an October weekend in 1991, they set up the carwash with student volunteers who made sure a show flyer was given with each carwash. The show got fantastic promotion... and the carwash netted our creative sponsors an additional \$800!

The success of this concept suggests countless other possibilities. For example, instead of simply stuffing mailboxes with flyers, try this... Have your team knock on doors with chocolates, cookies, greeting cards or other inexpensive items for sale. This gives them the opportunity to hand-deliver an event flyer and the extra revenue possible makes it well worthwhile.



Your message will always be more noticeable and more memorable when delivered with the personal touch.



Many people will find it easy to make a small purchase when they know the money is going to a worthwhile community project.

TICKET STUB COUPON

The blank back of your event or raffle tickets is an example of wasted space which can be turned into a revenue source with some creative thinking and a little leg-work.

For a nominal advertising fee, print a coupon on the back of your tickets. One business could purchase the exclusive advertising rights to your ticket-backs, or you could offer the opportunity to several businesses for a reduced cost.



Video stores, pizza restaurants, gas stations and countless other retailers of products or services can benefit from this low-cost coupon advertising.



Promote this sale alongside your Souvenir Program advertising to businesses.



For people to take advantage of the coupon, they will have to retain their ticket. If you require ticket collection on show day for record-keeping purposes, print tickets that have tear-off portions.

PLEDGE CONTEST

Run a celebrity pledge drive and raise extra money while promoting your event at the same time.

Credit goes to Grant Baron and the TUMBLER RIDGE SCOUTS of Tumbler Ridge, BC for letting us in on this one. Grant says a popular fundraising idea they've used is a contest featuring local celebrities who compete for the pleasure of kissing a live pig full on the lips!

People pledge \$1 or more to their favourite celebrity... at the end of the campaign, the celebrity with the most money raised in pledges has to... KISS A PIG!

This is an outstanding idea, which we easily adapted to our magic show fundraiser this way: Sponsors are able to run a pledge contest to elect a "celebrity" volunteer to be SAWN-IN-HALF or put into our GUILLOTINE illusion at the show.

50/50 DRAW

Selling tickets on a 50/50 draw can often generate a surprisingly substantial amount of extra profit, especially when run at events which are filled to capacity.

Ticket prices generally run around \$1. The tickets are sold during the event, with the draw made immediately upon the event's conclusion.

The proceeds from this ticket sale are split equally with the winning ticket-holder, which is why it is called a "50/50" draw.



Promote your 50/50 tickets beforehand, when you are selling event tickets. People unable to attend the show may still be willing to take a chance on the 50/50 draw, and their \$1 contribution to your cause is revenue you otherwise would not have received.

DOORPRIZE RAFFLE

Here is a wonderful idea which has been used by quite a few of our magic show sponsors, including parent representative Linda Ciccozzi of HERITAGE MOUNTAIN ELEMENTARY in Port Moody, BC on June 4th, 1994.

Linda decided to offer a doorprize and raffle it off on show day. Two shows were held, and her group sold the raffle tickets before each show and during the intermissions. They also offered a unique price structure...



50 cents for a single ticket

\$1 for 3 tickets

\$5 for an “arms-length” of tickets!

Raffling off the doorprize, rather than simply giving it away, provided yet another revenue source from the event.

V.I.P. PASS

Many charities run a “\$100 per plate dinner” fundraiser annually, with a substantial part of the dinner fee going to their cause. This is usually supported by the more affluent members of the community, and appeals to those wishing to be a part of an “event”.

By applying a similar strategy to other events such as a theatre production, fashion show, sporting event, etc, you can create a tremendous source of extra revenue AND publicity for the event.

Produce a limited number of V.I.P. PASSES that include special features such as products or services donated by your group members and/or local business community. Items such as a chauffeur/limousine ride to the event, restaurant dinner-for-two, formal wear rental, hair styling, portrait photography session, movie passes, etc are just a few suggestions.

Several one-of-a-kind show tickets may then be offered for direct sale, auction, pledge support etc. Selling just ten pairs of tickets at \$100 each will earn \$1,000.



Structure your advertising to highlight the special nature of, and create a demand for, this select ticket. A flyer with covering letter should be targeted to business-owners and affluent residents in your community.



Some form of recognition for the generous support of the extra-value ticket purchasers should be given, either by way of special thanks given at the event, dedication page in the Souvenir Program, Certificate of Appreciation, etc.

[V.I.P. PASS SAMPLE LETTER]

Dear Business Owner:

On (date) we are delighted to present (event) here in (location).

This excellent event is being hosted as one of our major annual fundraising initiatives. Money earned will go towards (cause).

More information about this worthwhile cause can be found in the enclosed brochure. A special limited edition of TEN V.I.P. Passes has been issued to help us attain our fundraising objective.

With the V.I.P. Pass you are guaranteed preferential seating at the event and you will also receive the following...

(list of extra-value features)

We are pleased to be able to offer this special V.I.P. Pass to ten of our community's outstanding citizens/businesses. We look forward to your joining us, and thank you for your generous support.

Yours Sincerely



TREASURE CHEST

Many companies specializing in advertising novelties and promotions offer a Treasure Chest contest. For about \$150, you receive a chest and padlock with around 1,000 keys. Only one of the keys will open the lock.

This promotion can be run as a fundraiser on its own, whereby you fill the chest with valuable prizes and sell keys in the same way you might sell a raffle ticket.

This can also be an effective piggyback fundraiser. When selling your event or raffle ticket, for an extra dollar the purchaser also receives a Treasure Chest key, thereby doubling their chances of being a winner. Run in this way, your \$150 investment will yield an extra \$1,000.



To keep your costs down, get businesses to donate the contents of your Treasure Chest in exchange for the promotional benefit they will receive.

BOTTLE DRIVE

Another flyer delivery campaign turned revenue-raiser!

By providing a bottle collection or newspaper recycling service to residents of your community, you offer them a convenience and create an excellent opportunity to hand-deliver your event flyers.



It is usually best to give advance notice of your intended bottle drive, through free newspaper and radio public service announcements or flyers delivered to householders, specifying the date and time you'll be picking up. That way, residents can save time and confusion by having their bottles ready when you arrive.

TALENT SHOW

If you are holding a raffle for a trip to Las Vegas, or bringing in a theatrical event, hosting a TALENT SHOW in conjunction with the theme of your fundraiser is a fun and profitable way of promoting the event.

Free show tickets and prizes donated by local merchants can be offered to the winning contestants.

Inexpensive tickets to the talent show sold to families and friends of the contestants will ensure attendance and extra revenue from this PIGGY-BACK FUNDRAISER.



Selling refreshments such as member-donated baked goods, coffee and pop is a good way to maximize your earnings from this PIGGY-BACK FUNDRAISER.

PANCAKE BREAKFAST

Get your members together and put on a themed PANCAKE BREAKFAST to promote your upcoming family fundraising event and raise extra money as well.

Selling a complete family breakfast pass for a nominal fee will make this an affordable and fun family function for a Saturday or Sunday brunch.





Have some of your members dress as clowns and give balloons away to the kids. Decorate your hall and you'll create an atmosphere of fun that kids will love and remember.



Print some placemats for your table settings that have fun coloring activities along with a contest coupon that encourages participation and attendance to your upcoming event.

T-SHIRT PROMOTION

Like boxed chocolates, Christmas wrapping paper and other popular fundraising items, T-shirts can be a terrific revenue-raising source.

Besides earning you extra money, a pre-event T-shirt sale is an excellent way to advertise the event. Your T-shirt sales campaign may be conducted in many ways, such as door-to-door, in-school, through retail businesses and so on. In all likelihood, personal-contact selling will be your best approach.

Design and obtain event T-shirts for each of your members. Wearing the shirt advertises the event as well as the shirt, which you pre-sell by taking orders. That way, you'll only need to make up as many shirts as you have sold, eliminating the possibility of being overstocked with unsold merchandise.



Put together a package deal, which includes a T-Shirt plus event pass for an all-in-one price.



Your organization's logo and message can be imprinted on the T-shirt backs. By customizing the shirts in this fashion, you can make them more meaningful to your community.



Encourage people to wear their T-shirts to the event by setting up a contest angle with a prize offer... only those wearing their shirts are eligible to win.

CORPORATE CHALLENGE

This works best when your group is donating the funds raised to a recognized charity, or towards a community improvement project, etc.

Issue a "challenge" to a major corporation in your area to match, dollar-for-dollar, funds raised by your organization from your event. By approaching the right corporate partner with a worthwhile community project, chances are excellent that your challenge will be answered on the basis of the excellent public relations benefit to the business involved.

Regardless of whether the challenge is met, the resulting publicity from issuing the challenge is additional free advertising for the event. You've got nothing to lose, and the effort could double your earnings!



BUTTON PROMOTION

Find a button-making company in your local yellow pages and make up promotional buttons advertising your upcoming event.

Put a number on the back of each button and sell them in advance for a couple bucks. The number will determine a winner from a draw which you make at the event.

People buying and wearing these buttons in advance will create a “walking billboard” for your event . . . advertising that costs you nothing and can actually earn you money!

NETWORKING

Some theatrical productions are available at reduced rates when a “block booking” is organized, and some retailers offer a cash rebate for customer referrals.

By networking with similar organizations in your district or province, you may be able to increase your earnings by reducing expenses simply by being alert to referral opportunities. Anything that cuts costs improves your bottom line.



FUNDRAISING IS SELLING

Whether you are running a car wash, holding a dance, raffling a computer or sponsoring a pledge event your mission is the same... you are selling a product or service to a buyer.

You are also selling your organization and its importance within the community.

Before becoming a buyer, a prospect must become convinced that the product or service being offered is something of value... something that is wanted or needed by that prospect.

Take a look at your fundraising activity. List the benefits to the buyer. Having a good sales presentation will ultimately lead to a more effective fundraising campaign with better results.

Here are a few sales tips and techniques to assist you in your quest for success...

SALES TIPS & TECHNIQUES

When you sell something to someone you are in essence providing them with enough information to make the decision to buy.

Whether selling tickets to individuals or soliciting corporate participation, you will find these proven sales tips to be most helpful in the pursuit of your fundraising goal.

50

1. ACT ENTHUSIASTIC AND YOU'LL BE ENTHUSIASTIC

Many people act in accordance with the way they feel. You can also “feel” the way you act. In the same way a performer mentally prepares to assume the role of a character, or an athlete “psyches” up for the big game, by “acting” enthusiastic you will soon find yourself “feeling” enthusiastic. Enthusiasm is infectious, and will help you do a better job of motivating others to buy.

2. VISUALIZE POSITIVE RESULTS

Results are based on expectations. By “visualizing” yourself making a successful sale before actually approaching the customer, your confidence will enable you to make more sales.

3. CREATE AN ATMOSPHERE OF DESIRABILITY

Always create the perception of a popular, not-to-be-missed, “everybody will be there...!” event. Never allow poor ticket sales to become general knowledge in the community.

4. SELL THE BENEFITS

People usually make their buying decisions based on the benefits they expect to receive from the product, rather than the features it offers.

“You’ll feel like a kid again!”

“A wonderfully fun experience you can share with your whole family”



“Your SOUVENIR PROGRAM ad will demonstrate your support to the community and your message will directly reach your target market”

These are all benefits the customer will receive from making the purchase.

5. GET THE CUSTOMER SAYING “YES!”

By getting your prospective customer to agree with the points made during your presentation, you are more likely to get the YES response when asking for the sale.

“Do you feel shared family activities are a good idea?”

“Wouldn’t it be wonderful if there were more things families could do together?”

“Would you be interested in something which will make you feel years younger?”

“Isn’t it a good idea to have a really affordable night out with the family?”

Questions like the above are all easy to get agreement on and will help your customer make the decision to buy.

6. THE FEAR OF LOSS IS GREATER THAN THE DESIRE FOR GAIN

Psychologists say that the above is true for the vast majority of people. This means, when selling advance show tickets for example, your approach might be something along the lines of:

“... due the popularity of this show, and the fact that it is an absolutely wonderful family event, we’re anticipating a sell-out. We’re not able to guarantee tickets will be available at the door. By picking up your tickets now, you won’t have to disappoint your kids come the day of the show...”

7. OFFER AN ALTERNATE OF CHOICE

“Would you prefer individual tickets or a family pass?”

“Do you want to purchase advertising or would you prefer to donate something for the doorprize draw?”

“Would you prefer a full-page ad or something smaller?”

These are all examples of alternate choice. By giving your prospect the opportunity to decide between alternatives, you better your chances of getting a YES response to one of them. This is considerably more effective and results-producing than asking a question which provokes a YES or NO response and closes the door to further discussion.

8. OVERCOME OBJECTIONS

Objections can be defined as reasons or excuses why a customer doesn’t buy. They are barriers that stand between you and a completed sale. Remove the barriers and the sale is made.

Make a list of anticipated objections and develop good responses to turn those objections into sales. Try to counter objections during your presentation, before they are raised.



9. ASK FOR THE ORDER

Many salespersons fail to achieve results because, even after an excellent presentation, they are shy about asking for the order. This should be a part of your presentation.

10. AFFIRM THEIR DECISION

Reluctance to buy is often due to the customer being unsure that they are making the right decision. Be prepared to reassure through testimonials, reviews and so on that your customers are doing the right thing.

Make sure all of your ticket-sellers and those soliciting corporate support, advertising or donations are provided with a copy of these SALES TECHNIQUES

HOW TO SET YOUR PRICES

There are several determining factors when setting the prices of your product, service, raffle or event tickets:

1. Market Value

Look at other, similar events and price yours accordingly. If you need to get more than average to make money with your event, find ways to add “extra value” to your event to justify a higher price.

2. Facility Size

The number of people a facility holds, as well as the rental cost, will impact on the price per seat.

3. Audience Demographic

Are you planning to attract an adult audience, or is your event geared towards families?

4. Competition in Marketplace

If what you are selling is one of many similar products or services in the community, your pricing will have to be competitive.

5. Subsidies

Costs of running the event that have been underwritten by your own group or through sponsorships, corporate donations, etc. can provide you with some degree of flexibility in setting your ticket prices.

HOW TO DETERMINE SALES QUOTAS

What's your BREAK-EVEN point?

In the case of an event, put together a EXPENSE BUDGET [similar to the sample provided on page], to decide how many tickets you need to sell to break-even. Remember that Corporate Donations, Co-sponsorships, Souvenir Program advertising sales and other Piggyback Fundraisers will impact how many tickets you must sell to reach break-even.





In many cases, you will want to utilize ALL of these extra-revenue sources to cover the base costs, which means that every ticket sold forms your NET profit.

How many Salespeople are available?

Your group may have a large membership and can expect everybody to be a part of your sales team. Or, you may have to enlist the help of another group or organization to help you with the selling.

Either way, it is simple math to divide the total you must sell by the number of salespersons you have available to determine how much each is required sell.

Set a Goal!

In fact, set two or more targets for your salespeople to aim at. The first will be your break-even target... the number you must sell to cover all of your costs. It is a good idea to have a time deadline set for reaching this initial goal.

The second goal to strive for is the profit figure you wish to actually earn from your fundraiser. Your completion date is right up until event day... however, through focused efforts and an effective gameplan your group may SELL OUT well before the day of the event!

ARMING YOUR SALES FORCE

In order for your salespeople to make the most of the sales strategies covered in this manual, it is important that they be well prepared. During their FIRST MEETING your salespeople must be provided with the following...

PRODUCT KNOWLEDGE

Make sure that your salespeople know as much as possible about the fundraiser. They should be able to answer all the basic questions, such as...

- WHAT IS THE EVENT? WHEN IS THE EVENT? WHERE IS THE EVENT BEING HELD?
- HOW MUCH ARE TICKETS? WHO IS SPONSORING THE EVENT? WHY IS THE EVENT HAPPENING?

Do up a Fact Sheet for each of your salespeople that answers the basic questions and provides other details pertinent to the event.

POSITIVE ATTITUDE

By the time your salespeople have become familiar with all the background information about your event, they should be excited about it and very much looking forward to participating. This infectious enthusiasm will spill over when they approach others to buy. Anyone can be a good salesperson for a product they believe in!

MOTIVATION

You've put together your team of salespeople and armed them with everything they need. You've set goals for the project and determined their individual sales quotas. Now you must keep their attitudes positive and their sales performance at its peak throughout the campaign.



Motivational meetings during which team spirit is built, performance rewarded and recognition given can go a long way towards ensuring successful sales.

Several motivational techniques are provided in the SALES STRATEGIES section on the following pages.

SALES TECHNIQUE

A. "Want to buy tickets for a magic show we're sponsoring?"

B. "We're bringing Canada's Favorite Family Magic Show to town, and there are only 25 family passes available at the reduced rate... can I reserve one for your family?"

This is just one example of the difference between a properly planned sales presentation and an inferior approach, which illustrates the importance of preparing your salespeople to succeed.



SALES STRATEGIES

IN-SCHOOL SALES

This is a very practical method of selling for the school sponsor. It can also be utilized effectively by other sponsors who have a good working relationship with their school system and can obtain the necessary permission to conduct this campaign.

Set up your event ticket sales booth in the cafeteria, gymnasium, front lobby, or other suitable location in the school. The sales booth should be decorated with eye-catching signage. The date and location of this ticket sales booth is pre-advertised through P.A. announcements and flyers sent home with students.

Find as many schools as possible who are willing to assist you with this project to maximize your market area. Offer each participating school an incentive, such as a percentage of sales, free product or a return-favour to encourage and thank them for their help.

HOW TO SET UP AN EFFECTIVE SALES BOOTH

Here is a checklist of things to equip your sales booth with...

1. Tape Cassette Player/Video monitor

- for continuous playing of a commercial advertising your event

2. Posters, Flyers and/or Newspaper Reviews about the event

3. Brochures or flyers about your organization

4. One or Two salespeople

5. Cash Drawer/Lock Box with Cash Float

6. Tickets or Product

7. Reservation List

- for those wishing tickets who are unable to buy them immediately

8. Seating Floorplan

- showing numbering and layout of seats if you are offering an event with designated seating

9. Doorprize/Raffle Draw

- or other Piggyback Fundraisers you are promoting

10. T-Shirts, buttons, etc

- worn by salespeople



Get your brainstorming team together to come up with other attention-getting items you can use to decorate your display.



TELEPHONE SALES

Selling by telephone can be a most effective technique. In the case of an event-style fundraiser, it is an excellent way to reach potential customers and ensure good advance sales at no cost other than a few hours of time.

For this campaign to reach its maximum potential, you will require a team of salespeople willing to donate several hours each to phoning businesses and residences listed in your local phone directory.

These calls should be made as soon as some community awareness has been built up through the use of posters, flyers, newspaper, radio and/or television features, etc.

Assign pages from your local phone directory to each salesperson. They will be responsible for calling the names on their list and keeping track of sales. Salespeople should be prepared to spend 30 to 60 minutes per day making phone calls until their quota is met... or surpassed!

Find people with cars who can donate part of their evenings or weekends to collecting monies and delivering product sold by phone.

As an example, here is an effective presentation from our magic show fundraiser which can be used as a guideline when selling event tickets by phone.

PRESENTATION FOR TICKET SALES

This presentation is an excellent guideline for selling event tickets over the phone or door-to-door.

“ Good afternoon, _____. This is _____ calling on behalf of _____.

As you may have heard, we are sponsoring JOHN KAPLAN'S MAGIC BUS SHOW on _____ in an effort to raise funds for _____. Right now we're selling ADVANCE TICKETS at a reduced price, and we have a limited number of Family Passes that will save you \$ _____. May I reserve one for your family?

YES: "Fine, we'll be delivering tickets on _____. Thanks very much for your support and I know your family will love the show!" (make sure they'll be home for delivery and verify the address)

NO: (we'll be out of town, we have no children, we're not sure if we'll be able to make it, etc) "Well, in that case, you might consider reserving a show ticket as a gift for a friend. That way, you'll still be helping us out with our project. Is that OK?"

YES: as above

NO: "Well, we certainly appreciate your time, and if you should change your mind, tickets will still be available right up to showtime. ”



DOOR-TO-DOOR SALES

The key to an effective door-to-door sales campaign is to co-ordinate it with the delivery of your promotional literature. Timing is important. You want to have full community awareness before you knock on the door with product to sell.

Several days prior, do a mail-drop of flyers to households you expect to canvas for sales. Make sure that your posters are also up in the community beforehand.

In the case of an event-style fundraiser, these posters and flyers should mention that reduced-rate ADVANCE TICKETS are available from your group members, and that they will be calling in the next few days.

A team of salespeople can utilize this personal-contact selling strategy to achieve fantastic results.



A feature story appearing in your community newspaper the week your salespeople are knocking on doors will work wonders. Use the telephone presentation as a guideline when selling door-to-door.

BOX-OFFICE SALES

In addition to your other ticket-selling strategies, it is always a good idea to have tickets available right at the facility box-office where your event will be presented.

This approach requires minimal involvement from your group, which is a benefit when you have a limited number of salespeople available.

Running ticket sales exclusively from the box-office does, however, require an advertising campaign that not only informs the community about the show, but motivates people to buy tickets. That can generally be more difficult, and often more expensive, to achieve.



In the case of a school sponsor, the general office is right at the school and the event usually takes place in the gymnasium/auditorium. With everything (including your group members and even potential customers) being in-house, a box-office ticket sales campaign becomes very workable and easy to implement. See the Box-Office Promotion on page ().

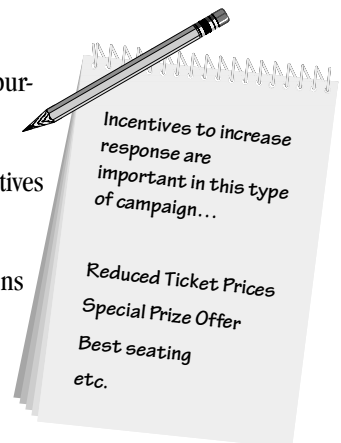
Note: Box-office ticket sales are usually best-suited to well-known attractions that have enough drawing power to overcome the inconvenience ticket-buyers face when having to make a trip to purchase tickets.

MAIL-ORDER SALES

When your group has a limited number of salespeople available, you may wish to pursue a "mail-order" approach.

In essence, you will be sending information about your event and your group's objectives along with an order form to households and businesses in your market area.

This should be accompanied by a reply envelope and a covering letter which mentions the deadline by which orders must be received.



In order to allow time for customer response, a mail-order campaign should be initiated at least 6 weeks prior to the date of the event.



Providing a POSTAGE-PAID reply envelope makes it easier for customers to reply and will increase response. You pay only for those mailed back. Your local Post Office can provide you with full information about Business Reply Mail.

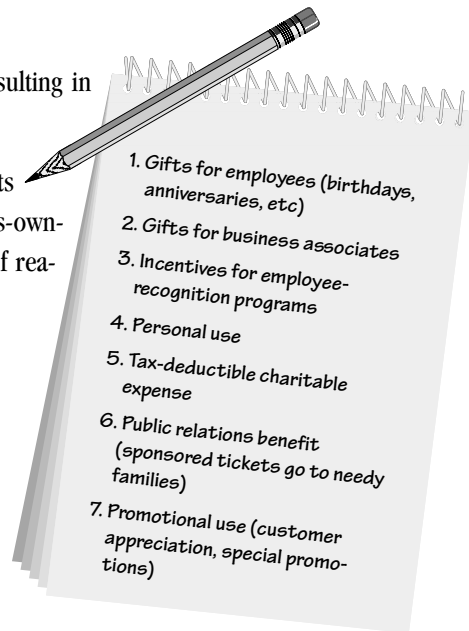


Save on the high cost of mailing by using the cheaper "Mail Drop" postage rates. You can also contract a flyer distribution service, hire students or work with the members of a youth group to get your information delivered inexpensively.

CORPORATE SALES

Your business community is an excellent market, frequently resulting in block sales. This makes for very efficient selling.

Many businesses will be pleased to assist your group with its fundraising efforts, especially if there is a benefit to them. Business-owners may wish to purchase your tickets or product for a variety of reasons...



It is usually best to contact businesses in person and ask to speak to the manager or president of the company. Besides the product, make sure you bring a folder containing all pertinent information about the event, your organization and what the money raised will be used for.



Unless the donor wishes to remain anonymous, you should include all businesses who sponsor tickets on the DEDICATION PAGE of your Souvenir Program.

... PROMOTIONAL GIVEAWAYS

“Come on down to Bestway Electronics for our MAGIC DAYS sales event! AMAZING deals on stereos, VCR's, CD players and more. Plus - with every home electronics purchase you'll also receive a free family pass to JOHN KAPLAN'S MAGIC BUS SHOW...!”



... SOCIAL CLUBS

Many businesses have employee social clubs which hold picnics, Christmas parties and other family events throughout the year. This is an excellent market for quantity sales.

... EMPLOYEE INCENTIVES

Good employee relations is important to all businesses, and many business-owners make an effort to build a team atmosphere and a create a working environment with a sense of family. Often businesses such as these have employee-incentive programs that recognize and reward staff for a job well done. Again, this is an excellent market for quantity sales.

... CORPORATE GIFT-GIVING

Corporate gift-giving is not limited to the Christmas season. For the business-owner who often takes clients to lunch, closes deals on the 9-hole or networks at the hockey game, event passes may make the perfect gift!

... SPONSORED TICKETS

Every community seems to have its share of needy and low-income families. You can easily find out who needs assistance in your area by contacting Family & Community Support Services, Food Bank, Welfare Office, churches, service clubs, etc.

Make your appeal to business-owners who would like to support this event in their community by way of donation. These businesses can be encouraged to “sponsor” tickets which can then be distributed to needy families or individuals.

GROUP SALES

Find groups in your community who can benefit from the purchase of blocks of tickets or quantities of product at a discount. Seniors clubs, youth groups, schools, etc. may have a large membership of which many will want to attend your event or buy your product/service. Talk to the group leaders and offer a discount based on a minimum number of sales. In the case of an event-style fundraiser, this guarantees you an advance ticket sale, and gives the group members an opportunity to attend the show at a reduced cost.

There may be a group in your community also looking for a fundraising project. They have more members available to act as salespeople than your group, so you sell them a quantity of tickets at a discount. They re-sell the tickets at full price and keep the balance as their profit. Again, you get a guaranteed advance ticket sale and their group gets a low-risk fundraising project.



By researching your community for opportunities to sell product in quantity, you can create WIN-WIN situations with those groups that participate.



MEMBERSHIP SALES

Sales to members of the sponsoring organization are often taken for granted and thereby often overlooked.

It is imperative that your group's own members support your venture by purchasing tickets or product for themselves and their families. You may wish to provide your members with a discount price similar to that which you will be offering to ADVANCE TICKET purchasers. Because of their involvement from the commencement of the campaign, group members have an excellent opportunity to purchase tickets for preferred seating. There may be other incentives you can utilize to encourage the support of your members. If you have a large membership, sales within your own group can go a long way towards covering costs and making your project a success.



Pre-sell discounted merchandise or blocks of tickets to each member of your group, with payment to be made within a specified time period. By having a no-return policy, these sales are guaranteed by your membership.

SHOPPING MALL SALES

Set up your sales booth in a popular local shopping mall. Many malls will donate space to non-profit groups, and the large volume of customer traffic during a busy weekend will greatly increase the public exposure, and profile, of your product or event. Enclosed malls are best-suited for this, and other retail outlets such as large department stores should also be considered.

Regardless of the quantity of sales made at this booth, the display provides an eye-catching billboard advertisement at little or no cost. It is well worth the effort, especially in the case of an event-style fundraiser.



Designate a particular weekend for your mall sales table and advertise this. By mentioning the store location in your advertising, you create a promotional benefit for the store. This will provide an incentive to allow you space for your sales table.

RETAIL MERCHANT SALES

This works very well for event-style fundraisers. Have tickets available for purchase at various retail locations. This creates a WIN-WIN situation... merchants benefit from their representation in your advertising and the customer traffic this draws. The people going into their store for event tickets may make another purchase.

Your group benefits from the steady customer base the store provides, and a direct-contact sales method which does not require a team of your own salespeople.

The public relations value this offers to the store should be enough to encourage participation. You may need to offer other incentives such as a volume ticket discount, percentage of sales, or free tickets for the store's promotional use.



Make sure that stores handling ticket sales for you have several posters prominently displayed in their windows and at the sales counter, with accompanying "TICKETS AVAILABLE HERE!" signage.





Counter-copies of your Souvenir Program, containing the store's advertising, should be provided to ALL program advertisers and ESPECIALLY those selling show tickets.

FREE TICKET DISTRIBUTION

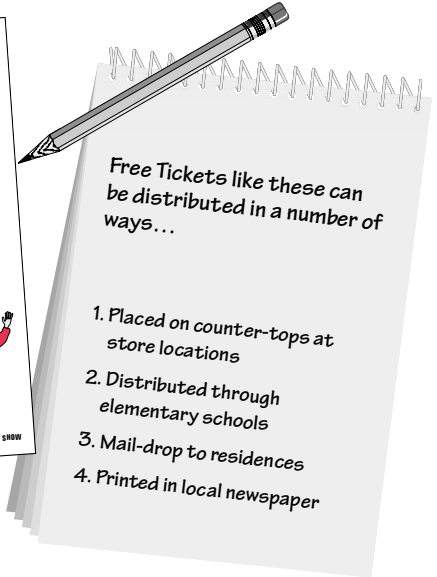
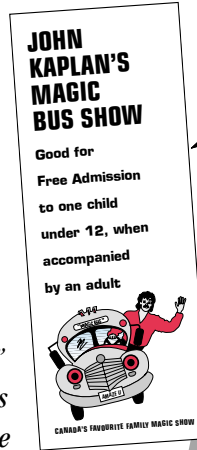
Print up a number of FREE TICKETS to the event as follows:

The idea of the Free Ticket is that every ticket used creates a guaranteed sale... an adult must purchase a ticket in order for the child to attend free.

Rather than a Free Ticket, use the same distribution principles for a "Two-4-One" or "Half-Price" ticket.



Free Tickets need not necessarily be unpaid. Businesses can be approached to "sponsor" these tickets in return for a public relations benefit such as coupon advertising on the ticket-back.



SPECIAL EVENT SALES

Get involved with as many special events and attractions as possible to increase your market.

Your sales booth can be set up at...



... and other local events that draw crowds in large numbers.

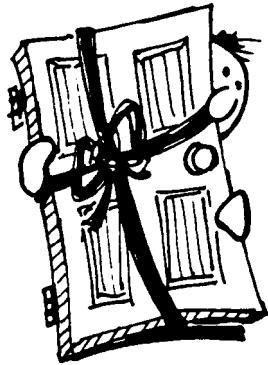


In exchange for using another event to publicize and sell your product, service or event, offer a reciprocal arrangement to these other groups for their participation.



BOOST THOSE TICKET SALES!

Here are some proven ways to encourage and increase sales of advance tickets for your event-style fundraiser:



DOOR PRIZE DRAW

Have each advance ticket numbered for the draw on a door prize. Tickets purchased at the door will not be eligible for the prize draw.

You would be wise to select a really worthwhile prize, something of value that people would like to win. This prize could be something that has been donated by a local merchant or benefactor.

Try to find a doorprize that ties-in with the theme of your event.

LIMITED NUMBER OF FAMILY PASSES

If hosting an event that will draw both children and adults, when sending flyers or TICKET REQUEST FORMS to homes in your community clearly specify that you are making a limited number of Family Passes available in advance.

There should be a deadline for response to this offer, to encourage families to “act now to avoid missing out on this savings opportunity.”

Make as many Family Passes available as you need to cover a specific portion of your base costs.

PREFERRED SEATING

This is a great idea that was used by Paul Butt at Botwood Collegiate in Botwood, NE. Others have been successful with this one as well.

Advance tickets are numbered, each ticket number corresponding to a seat number in the auditorium. The tickets are sold in order, from choicest seating to the less desirable locations. “The sooner you buy your ticket . . . the better the seat you will sit in!”

In some instances, as was the case in Botwood, the gymnasium chairs had no numbers. Paul and his Project Team simply wrote numbers on sheets of looseleaf and taped these to the chair-backs.



REDUCED TICKET PRICE

Tickets bought in advance could be reduced by \$1 or \$2 in order to encourage advance sales. However, this is a fairly cliché approach, and might work better if you tried a more interesting “angle”. Try this:

“Limited number of Adult Passes available at the low Student rate!”

“Some advance tickets have been specially-marked with a \$1 savings!” (set this up like a pull-tab or scratch-&-win game)

“Buy 2 Adult Tickets & get 1 Children’s Ticket free!”

MOTIVATE YOUR SALESPEOPLE

Keeping the attitude of your salespeople positive is an important function of your PROJECT CHAIRPERSON and TICKET SALES MANAGER. This means creating incentives for your salespeople to do well and rewarding them for efforts achieved.

Incentives can include Free Tickets, preferred show seating, prize packages and so on.

Certificates of appreciation, Thank-You cards, trophies and awards, a “Special Thanks” mention in your Souvenir Program... these are all ways of recognizing the outstanding performance of your top salespeople.



Bob Paul, former principal of WALTER LEE SCHOOL in Richmond, BC was able to get five large pizzas donated by a local restaurant in exchange for a half-page ad in the Souvenir Program. He then held a PIZZA PARTY for the top salespeople! It made their promotional campaign both FUN... and successful!

KEEP TRACK OF THOSE TICKET SALES!

A very important task of your SALES MANAGER is to keep track of tickets sold. It is important that the salespeople are advised to return all unsold tickets and ticket monies, and that they are responsible for any tickets lost or unaccounted for.

An invaluable aid is a TICKET SALES JOURNAL. A sample from our magic show fundraiser is reproduced here.

TICKET SALES JOURNAL

School _____ City _____

(To be updated by your chairman on a weekly basis)

Name of Student	Number of Tickets Issued	Number Series Example: 001 006	Monies Turned In							
			1st Meeting	2nd Meeting	3rd Meeting	4th Meeting	5th Meeting	6th Meeting	7th Meeting	8th Meeting
			Due	Due	Due	Due	Due	Due	Due	Due
1			\$	\$	\$	\$	\$	\$	\$	\$
2										
3										
4										
5										
6										

By keeping account of your ticket sales daily, you will be able to see when you are approaching the seating capacity of your auditorium, and whether or not you will have to step-up your advertising and ticket-selling campaign.





REMEMBER... posters and flyers do not sell tickets - people do. The purpose of your print advertising is to inform your community about your upcoming event. Do not expect people to beat a path to your door buying tickets just because you have put up a few signs. Personal contact selling will still be your best avenue for success. Make it easy for people to buy!



IN CONCLUSION

This book is the embodiment of a career-long pursuit of fundraising results.

While such an effort can never be complete, it is my sincere hope that it has provided both some guidance and inspiration.

If, by studying the concepts and ideas revealed in this book your own thought and creativity has been stimulated then its purpose will have been achieved.

May your next fundraiser be an outstanding success!



The valuable HOW-TO guide every group needs!

FUNDRAISING SECRETS

by
JOHN KAPLAN

Packed between the covers of this stimulating book, you'll discover techniques proven to raise thousands of dollars. Written primarily for the community fundraiser, and backed by twenty years of practical experience, this book will teach you how to make the most money from your next fundraiser.

You'll learn how to

- ✓ **CHOOSE THE RIGHT FUNDRAISER**
- ✓ **MULTIPLY YOUR MANPOWER**
- ✓ **TRIPLE YOUR EARNINGS**
- ✓ **CREATE A WINNING TEAM**
- ✓ **BUILD AWARENESS**
- ✓ **INCREASE PARTICIPATION**
- ✓ **DEVELOP PRACTICAL ACTION-PLANS**
- ✓ **SET GOALS AND ACHIEVE RESULTS**

**PACKED WITH REAL-LIFE EXAMPLES
PLUS DOZENS OF TIPS, SHORTCUTS AND MONEY-MAKING STRATEGIES**

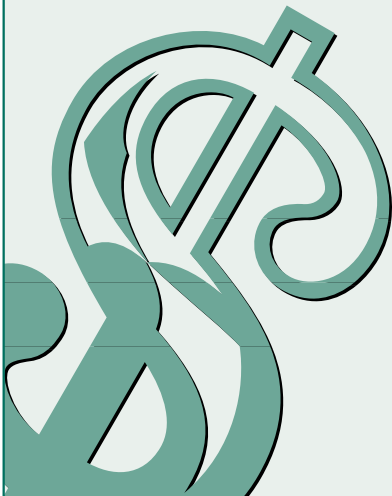
"I plan to follow your format on other projects I'm working on. Well put together. A must if you want to do it right!"

Kenn Whiteman
Big Brothers, Pt. Alberni BC

"You provided a step-by-step method to our fundraising project... a wonderfully well thought-out approach which is very transferable to other efforts we may use to raise funds."

Terri Churchill
Marlborough Elementary School, Burnaby BC

THE BEST INVESTMENT YOUR FUNDRAISING COMMITTEE WILL MAKE THIS YEAR!



About the author

JOHN KAPLAN's methods have resulted in hundreds of thousands of dollars raised for community and youth groups, schools and service clubs across Canada. His popular illusion show has toured the country for two decades, performing annually for family audiences and providing a wealth of hands-on experience in the field of community fundraising. When not on-the-road, John makes his home in the Vancouver area with wife Heather and sons Graham and Nelson.