

Engraving Fundraiser Service

Hanover® can provide an Engraving Fundraiser Service that provides logos, names, or lettering scribed on Hanover® Pavers and Bricks. These pavers can be sold by your committee to patrons as part of your fundraising efforts and later be installed in the project, garden, or memorial as permanent appreciation of the patronage to your organization.



Hanover® Pavers provide the perfect product for engraving. Almost any design can be adapted to the process, and some ink colors can be accommodated. The possibilities are endless. Choose from any of the paver and brick sizes or standard colors offered. Custom colors for pavers and bricks are available on special order and when quantities permit.

Objective

In order to make your fundraiser a success, Hanover® can provide a Commemorative Brick/Paver Fundraising Guide with instructions to make the fundraising process organized and easy to follow for both the experienced director and the first-time volunteer.

The Fundraising Guide is designed to provide you, the fundraiser, with a guideline for promoting the scale engraved commemorative bricks and pavers. After reading the guide, you will be able to successfully plan and promote your fundraiser. In addition, the flexible suggestions included in this Fundraising Guide allow you to brainstorm new ideas that will help



tailor the fundraiser to suit your needs. The results will produce a successful fundraiser, helping to meet all of your goals and sales projections.

Thank you for choosing Hanover® for all your engraving needs.

Hanover® has absolute confidence in the quality of the products that we provide. We appreciate your business and will provide quality products and services for your fundraising campaign.

Engraving with Multiple Sizes

When you sell multiple sizes of engraved pavers and bricks with your fundraising, you greatly enhance the possibility of creating a unique walkway or plaza. Landscape designers and architects appreciate the option of different sizes and colors. This enables them to include distinctive patterns and arrangements into the paver area, creating endless design opportunities.

Comparison of Sample Projects - engraving only			
Fundraising Price vs. Engraving Costs			
Same Size	Qty	Fundraising Price*	Engraving Cost**
4 x 8	1350	\$50	\$22.50 ea
Totals		\$67,500	\$30,375
Mixed Sizes	Qty	Fundraising Price*	Engraving Cost**
4 x 8	1000	\$50	\$22.50 ea
8 x 8	150	\$150	\$37 ea
12 x 12	20	\$500	\$62 ea
12 x 24	5	\$750	\$185 ea
24 x 24	5	\$1000	\$225 ea
Totals	1180	\$91,250	\$31,340

Note: This is a sample project. Product, delivery and installation costs are not included.

*Some organizations charge more or less for their own fundraising program.

**Costs shown are for engraving only and are subject to change.

For engraving specifications and pricing, please contact Hanover®.

Fundraising Price - Engraving Cost - Paver Cost Delivery Charges Installation & Sales Tax = Proceeds

Another benefit is your ability to raise more funds for your project with fewer actual brick orders. Note the chart to the left which shows a clear comparison between two hypothetical brick walkway projects.

The comparison is based on a typical 100' by 3' walkway. The first project assumes all bricks are the same size, and the second example shows how the funds raised are significantly higher with mixed sizes. Caution must be exercised when utilizing various sized products to ensure compatibility in dimensions and thicknesses.

Engraving Specifications

Below are charts which list the available sizes of Hanover® Pavers and Bricks. Also listed are the maximum number of lines and characters per line for each size. Characters include letters, numbers, spaces, and symbols. Custom sizes are available on special order when quantities permit.

Bricks			
Product Size	Lines	Characters per Line	Custom Logo
Traditional® 4 x 8	3	14	add \$13.50
Appian® 6 x 6	3	14	add \$13.50
Traditional® 8 x 8	4	15	add \$13.50
Appian® 6 x 9	4	15	add \$13.50
PlankStone® 3 x 9	2	18	-
PlankStone® 3 x 18	2	30	-
PlankStone® 3 x 24	2	35	-

Pavers			
Product Size	Lines	Characters per Line	Custom Logo
12 x 12 Prest® Paver	5	15	add \$30.00
12 x 24 Prest® Paver	5	15	add \$50.00
18 x 18 Prest® Paver	6	15	add \$75.00
24 x 24 Prest® Paver	6	15	add \$75.00
PlankStone® Paver 6 x 18			
PlankStone® Paver 6 x 24	COMING SOON!		
PlankStone® Paver 6 x 36			

Please Note: Sizes and dimensions shown are approximate. Most products are made to lay even metric modules. Contact Hanover® for exact dimensions.

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HANOVER[®]

Architectural Products

Dear Fundraiser Group,

Hanover[®] is proud to announce an Engraving Fundraiser Service that provides logos, names, or lettering scribed on Hanover[®] Pavers and Bricks. These pavers can be sold by your committee to patrons as part of your fundraising efforts, and later be installed in the project, garden, or memorial as permanent appreciation of the patronage that has been provided to your organization.

Hanover[®] Bricks and Pavers are available in a variety of colors, sizes, and shapes. Two textures – a smooth Ground finish or a lightly textured Tudor[®] finish – are available on the top surface – each giving a different effect. They are perfect for engraving and creativity of design to enhance your project.

Our goal at Hanover[®] is to make your fundraiser a success. The instructions have been refined to make the fundraising process organized and easy to follow for both the experienced director and the first-time volunteer.

Thank you for selecting Hanover[®] Architectural Products for your fundraising event.

OBJECTIVE

This Fundraising Guide is designed to provide you, the fundraiser, with a guideline for promoting the sale of engraved commemorative bricks and pavers. After reading this guide, you will be able to successfully plan, project, and promote your fundraising objective. In addition, the flexible suggestions included in the Fundraising Guide allow you to brainstorm for new ideas that will help you tailor the fundraiser to suit your needs. The results will produce a successful fundraiser, helping you to meet all of your goals and sales projections.

Hanover[®] has absolute confidence in the quality of products that we provide. We appreciate your business and will provide you with the quality products and services for your fundraising campaign. Thank you for choosing Hanover[®] Architectural Products for all of your engraving needs.

HANNOVER[®]

Architectural Products

Commemorative Brick/Paver Fundraising Guide

TABLE OF CONTENTS

Fundraiser Project Instructions	2
Organization Chart	8
Organization Chart Roster	9
Volunteer Organization Chart Roster	10
Fundraiser Timeline	11
Direct Mail/Fax Pack Promotional Piece Sample	12
Projections of Future Brick and/or Paver Orders	13
Daily/Monthly/Semi-Annual Sales Projections	14
Sales Phone Script	15
Sample Contact Form	16
Personal Statistics Form	17
Order Form	18
Frequently Asked Questions/Objections	19

COMMEMORATIVE BRICK/PAVER FUNDRAISER INSTRUCTIONS

Purpose: To provide a guideline for the division of duties and completion of tasks.

Please Note: Some steps are optional, depending on the specific needs of each project.

Optional steps are marked.

Clear communication between everyone involved is essential. Due to the differences of individual projects, it may become necessary to adapt suggestions to fit your needs. Start with the following list, not necessarily in order, and review all documents within the Fundraising Guide before proceeding.

PHASE I

- 1) Select the project application. Create a sample drawing or an architectural rendering of the project. Create a written description of the project. Visit the location where the project will be constructed and take measurements to determine any landscape changes.
- 2) Confirm the color/s and size/s of the brick/paver that will be used for the project. Bricks/Pavers are available in a variety of sizes.

Prest Brick Sizes	Prest Paver Sizes
4" x 8"	12" x 12"
8" X 8"	18" x 18"
6" x 6"	12" x 24"
6" X 9"	24" x 24"
12" X 12"	

 - * The dimensions stated for product sizes of Hanover® Prest® Brick/Pavers are nominal. Products are made to fit metric modules.
 - **Other shapes and sizes are also available when quantities permit.
- 3) Select an architect and/or contractor for the construction of your project. It is possible that a local company would be willing to donate their time for the benefit of the fundraising project. This architect or contractor should be able to provide a blueprint for the project and estimate the number of bricks/pavers necessary for completion. In addition, this individual can help you with the design pattern for the layout of the bricks/pavers, recommend proper structural specifications, and provide a survey of the area intended for construction. Schedule a construction date for the project, and notify Hanover® Architectural Products immediately. Allow all volunteers to view the area, to familiarize them with the layout.
- 4) Estimate the number of bricks/pavers that will be necessary for the completion of the project, including any blank bricks/pavers that will be used to fill space. All of the bricks/pavers for the entire project need to be ordered at the same time. When placing the order, state the number of the brick/pavers within the order that will be engraved.
- 5) Decide how much money your fundraiser would like to raise. To determine the price you must charge for each brick/paver in order to reach your goal:
 - Obtain the price you will pay for donor bricks/pavers.
 - Obtain the price for engraving.
 - Obtain the price for delivery. Include Sales tax if applicable.
 - Add the amount you would like to raise.
 - Divide the total by the number of bricks/pavers needed for the project.
- 6) Complete the Fundraiser Timeline on [page 11](#), which depicts milestones for when tasks, goals, and sales forecasts are to be reached. Complete daily, weekly and monthly

- projections based on predetermined goals. To help volunteers understand exactly what you need from them, inform them of your tasks, goals, and sales forecasts. Make all pertinent information visibly available to all volunteers. Set realistic goals, but do not underestimate your abilities as a fundraiser.
- 7) Read the Organization Chart on [page 9](#). Print copies as needed. Save and file the original. It is recommended that volunteers experienced within each area be appointed.
 - 8) **OPTIONAL:** Appoint or hire, a Project Director, Project Coordinator, Special Sales Committee Manager, Promotional Sales and Advertising Manager, and Sales Manager. Depending on the size of your fundraising event, some of the suggested positions could be combined. Review the duties for each position, as listed on the Organization Chart ([p. 9](#)), to determine the specific needs for your fundraiser. Print the name of each appointee in the appropriate space provided on the Organization Chart for each position.
 - 9) Complete the Organization Chart Roster on [page 10](#). Print copies as necessary. Save the original.
 - 10) Recruit volunteers as necessary. Complete the Volunteer Chart Roster on [page 10](#). This form is helpful when confronted with scheduling conflicts. Print copies as necessary. Save the original.
 - 11) Complete the Daily/Monthly/Semi-Annual Sales Projections form on [page 14](#). Complete the Brick/Paver Order Projections form on [page 13](#). These forms include projections for goals that you are trying to reach and potential orders to be scheduled for production. These forms also keep you aware of your sales projection status. If the actual sales are not meeting your projections, reevaluate and discontinue any areas of advertising, which prove not to be beneficial.
 - 12) Establish a checking account with a local bank. This account will be used for depositing all donations, purchasing supplies that are not donated and promoting quick and efficient order processing. Accurate record keeping measures should be used to record all deposits and withdrawals. If necessary, designate a treasurer to supervise the account.
 - 13) Secure a location adequate for conducting a full-scale fundraiser. Keep in mind the amount of activity which will occur at this location, such as; sending and receiving mail; phone calls; faxes; preparation of fundraising materials; meetings; the volume of paperwork, parking space, etc.

PHASE II

- 14) Develop a strategy for advertising and marketing. One suggestion is to create a hierarchy for donation amounts, such as Silver, Gold and Platinum. Depending on the price of your donor bricks/pavers, designate dollar amount requirements for placing donors into the categories. For example: a minimum donation of \$1000 is required to be a Silver Donor; \$5000 for Gold; \$10,000 for Platinum. When an individual or organization donates \$1000, offer a complimentary brick/paver with their name and title of Silver Donor, as a reward. This and other strategies can be used to promote special recognition for large donations.
- 15) Review the Sales Phone Scripts on [page 15](#). These are examples of the sequence for rapidly conducting telemarketing calls to donors. The Personal Statistics form, [on page 17](#), should be completed with check marks to help record the responses for every phone

- call. Add and record the responses. Use this information to determine the most productive times, and track how many phone calls each telemarketer has made.
- 16) When interest escalates for purchasing donor bricks/pavers, complete the Contact Form, [on page 16](#), with complete customer information and any special requests from the customer. Excellent record keeping is imperative. Customize the Contact Form to fit your fundraiser.
 - 17) Review the Frequently Asked Questions/Objections form on [page 19](#) and prepare the telemarketers with appropriate responses for any and all inquiries. The form provides only a sample of examples, but you may encounter more questions that pertain specifically to your fundraiser such as; “when do I pay for the brick/paver?” – “what organization is this for?” – “why are the bricks/pavers so expensive?” – “who is in charge?”, etc. Be able to reassure the customer that this fundraiser is for a good cause (the community) and that the quality of the engraving is unmatched. Make additions to the list as necessary.
 - 18) **OPTIONAL:** Order at least two phone lines to handle all phone calls. Quite often, installation requires two weeks or more. Additional phone lines can be added as necessary. Monitor the telephone charges, especially long distance calls. Limit the phone lines and calls based on your sales projections. Capitalize on the most productive times to make calls. Your local phone company may donate time, materials, or special rate discounts on local or long distance calls for non-profit organizations.
 - 19) **OPTIONAL (but recommended):** Install a FAX machine, and/or e-mail address for fast exchange of information. Design a FAX PACK to send to businesses and individuals. The FAX PACK should include a cover page, the donor brick/paver Order Form (see [page 18](#)), the fundraiser offering (see Sales Phone Script on [page 15](#)), a chart for brick/paver size information (see Contact Form on [page 16](#)), and the Direct Mail/Fax Pack Promo Piece (see [page 12](#)).
 - 20) Compile a list of donor candidates, usually available at your Chamber of Commerce.

Mid to high income neighborhoods	Fraternal Organizations	Small Businesses
Founding Families	Alumni Organizations	Corporations
Former Citizens	PTA Organizations	Professional/Civic Orgs
Group Members	Chambers of Commerce	Governmental Entities
Charitable Organizations	State or City Historic Societies	Dept. of Economical Development
Service Clubs	Preservation Organizations	News Media
College, High School Clubs		

- 21) Recruit (or hire) volunteers to make the telemarketing phone calls. These individuals can be titled as Account Representatives. Calls can be made from 9:00 am – 1:00 pm with a second shift from 1:00 pm – 5:00 pm, and a third shift from 6:30 pm – 9:30 pm. Short shifts help to maintain motivation. Target customers during the appropriate time

- frame. For instance, call companies during business hours and residences mostly after business hours. Eventually, you will recognize the most productive times to call. Increase the amount of calls during these periods. **NOTE:** Be certain to contact appropriate officials in your state regarding state and national No-Call Lists and regulations before telemarketing calls begin.
- 22) To become comfortable with the Sales Phone Script (page 15), each telemarketer will require a half-day of training. Have volunteers practice the script in pairs, reciting aloud to each other. Repetition will increase their proficiency and lead to more sales. Brainstorm to identify possible questions about your fundraiser. Consult the FAQ (page 20) for ideas.
 - 23) Review the Order Forms on page 18. These forms will be sent to the customer for completion. Decide how many lines of text you will offer. This is an excellent way to record the customer order. Practice taking orders and completing the forms. Make adjustments as needed.
 - 24) **OPTIONAL (but recommended):** The Direct Mail Promotions Packet should include a flyer/brochure describing any important information regarding your fundraiser. Include why, where, when and for whom the fundraising effort is taking place. If possible, include a picture or drawing of the project. Include important customer forms: the fundraiser offering (see Sale Phone Script on page 15), a brick/paver size chart (see Contact Form on page 16), how to contact your fundraiser, and any promotional documents that will help generate sales. Include the Order Form (page 18), which will be completed by the donor. To save costs, make copies internally or locate a commercial printer who will donate the cost of printing.
 - 25) Recruit volunteers, other than telemarketers, to assist with the preparation of direct mail. Direct mail is an important aid to the telemarketing program. The telemarketing team can personally cover more area while the direct mail is sent to those who are interested. Check with your local post office for attaining N.P.O. (non-profit organization) status, which will help to reduce your postage costs. The post office should be able to supply the "Quick Service Guide" booklet that lists how to obtain this status. There is usually a one-time fee, a yearly fee, and a fee for a minimum number of items mailed per mailing. This can save substantial amounts on postage when mailing hundreds of direct mail pieces. Continually update the direct mail promotional piece with testimonials from donors and large contributions.
 - 26) Appoint (or hire) someone to enter donor names and addresses into a computer.
 - 27) **OPTIONAL (if doing the installation yourself):** Brick/Paver orders in quantities of 40 or more will be packaged and shipped on a pallet. A forklift will be necessary for handling. Call local businesses such as hardware stores and ask to borrow a forklift for one day. Once unloaded, the pallet can be moved with a basic pallet jack. For safety reasons, verify the weight capacity of the pallet jack. Have an area selected at the project site or a designated storage site for the pallet/s. Repeated raising and lowering of the pallet on a forklift or pallet jack can damage bricks/pavers. Pallets are non-stackable.
 - 28) **OPTIONAL:** Schedule an open house with the mayor or a celebrity to help advertise and display the first shipment of bricks/pavers. These events require preparation, so plan ahead and follow your deadlines. Simply call the office of the local mayor, describe your fundraiser, emphasizing the benefit to the community, and ask if they would be interested in making a donation or appearing at one of your scheduled events. Call newspapers, radio stations, television stations and other local news media whenever this type of event is scheduled.

- 29) Create a weekly grid or thermometer (results indicator) to appear in a newspaper ad and/or the direct mail piece. This is an excellent source of advertising and a sign of the project's progression to others through the support of donors. Be sure to include your fundraiser name, phone number and your purpose or slogan. Hang the results indicator in an area visible to volunteers and at or near the project site where it is visible to the general public.

PHASE III

- 30) Generate sales with high-profile individuals, groups and businesses. This is a cost effective method of public relations for these people and organizations. Keep in mind that many times donors purchase bricks/pavers for other people. Determine the extent of the marketing efforts into surrounding communities you will initially make. If the results are unsuccessful, target other areas.
- 31) Increase the number of pieces mailed with every direct mail campaign. Expand your direct mail when new ideas arise, such as listing individuals or groups who are donating and participating in the fundraiser. Include testimonials from donors describing the reasons for purchasing their donor brick/paver. Include information about the progress of the fundraiser, such as the current amount of donations or changes in deadlines.
- 32) Establish your most productive customers through the statistics of the telemarketing team and any other consumer research. Target your direct mail campaign toward these people.
- 33) **OPTIONAL:** Continually monitor and add new phone lines and personnel to increase the amount of telemarketing calls. *If the telemarketing sales are not productive, discontinue the phone lines that are not necessary for the fundraiser. Concentrate the efforts of the volunteers toward more effective strategies of selling the donor bricks/pavers.
- 34) **OPTIONAL:** Always have news releases ready and available for the press. Continually submit this information to the local newspapers and other media. Keep in touch with local news media, continuously cultivating their interest. Any positive news coverage, such as testimonials, is beneficial to your fundraiser. Consider a series on the history and/or architecture of your project, if applicable, to keep the campaign before the public eye. Always provide a contact name and phone number.
- 35) **OPTIONAL:** Solicit public service ads and announcements in:
Newspaper – Television – Radio – School College and University Newsletters – Church Bulletins - Preservation Magazines/Newsletters – Alumni Publications – Corporate Newsletters
- 36) Look for newsworthy ideas:
Open House/Kick-Off – Key Community Leaders Getting Involved – Announcements of Major Donations Dedication – Start of any Constructions/Ground Breaking – Holiday Promotions and Slogans – Deadlines/Milestone Achievement – Radio Talk Show Appearances.
- 37) Brainstorm for holiday promotions, slogans and ideas. Promote the idea that the donor bricks/pavers can be gifts for these holidays. Donors can purchase bricks/pavers and have other's names inscribed. Logos, such as a candy cane, menorah, hearts, bells, etc., can be requested by the fundraiser and marketed toward potential donors. There is a one time graphic fee for each logo, which can be used indefinitely.

Valentine's Day – Christmas – Chanukah – Kwanzaa – Easter – St. Patrick's Day – Mother's Day – Thanksgiving – Graduation – Father's Day – Veteran's Day – Memorial Day – Birthday's – Anniversaries – Weddings. NOTE: Intricate Corporate logos with fine details may be difficult to duplicate on a brick/paver. Some modification of the design may be required.

- 38) Display flyers and other information about your fundraiser at:
Banks – Beauty Salons – Car Dealers – Restaurants & Fast Food Chains – Churches – Grocery Stores – Downtown Businesses – Health and Sports Clubs – Corporations (lunch/reception areas) – Service Clubs – Funeral Chapels – Libraries – Schools – Colleges – Universities – Utility Companies – Retail Stores – Bulletin Boards.
- 39) Compile testimonials from customers and include them in the direct mail piece or any news releases. Take pictures or videotape the progress of your project as it develops. These pictures can be used as advertising for other projects.
- 40) Pick up the pace!
- ❖ Announce a major contribution through new or existing news media. This can be a contribution made early in the campaign, but saved to re-introduce the fundraiser and place it back in the headlines.
 - ❖ Convince local businesses to start contests (Bank vs. Bank, etc.) to determine who can sell the most bricks/pavers. Whenever their company name is printed in any literature for your fundraiser, it is an inexpensive advertisement for their company.
 - ❖ Attract the attention of local schools. (School vs. School). Students might like to purchase a brick/paver in honor of their class and/or teacher. Parents can buy donor bricks/pavers for their children. These stories are good for publicity and get the public eye on the campaign.
 - ❖ Get local youth involved – churches, Boy Scouts, Girl Scouts, YWCA/YMCA, school clubs, sports teams, etc.
 - ❖ Set up contests and reward volunteers and individuals for their services and high sales. A free donor brick/paver in the project is an excellent reward.
- 41) Choose a deadline date for the end of the sales period for your fundraiser. This will help motivate everyone to meet the projections and goals of the fundraiser.

PHASE IV

- 42) Orders should be placed when you have sold a large quantity (hundreds) or after meeting your goal. Shipping charges are reduced with larger quantities. The necessary information needed to order include:
- Proof of payment
 - Donor Name disk
 - Printed copy of donor names
 - Donor Brick/Paver Order Form
 - Pictures or files of the logo(s)
 - The date customer wants to receive order
 - A signed Purchase Order, approved by the fundraiser which includes:
 - ◆ Exact quantity of order
 - ◆ Shade or color of brick/paver
 - ◆ Size of brick/paver
 - ◆ Number of lines of text per brick/paver
 - ◆ Font Style
 - ◆ Shipping Address
 - ◆ Billing Address

- 43) Unless otherwise notified, orders will be shipped within 4-6 weeks (Refer to Agreement). Schedule your events accordingly.

FUNDRAISER GUIDE – ORGANIZATION CHART

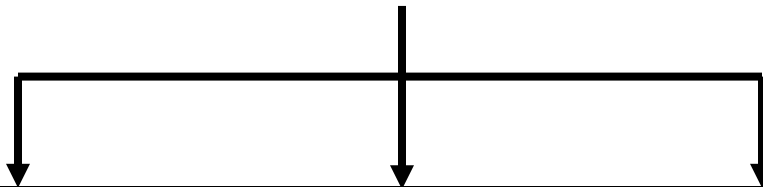
PROJECT DIRECTOR _____

The Project Director is responsible for the overall successful implementation of the fundraiser. The Director’s primary responsibility is to designate duties throughout the whole organization, assign checklist items to the correct manager, and supervise the completion of all tasks. This individual must also be aware of all sales figures and projections.



PROJECT COORDINATOR _____

The Project Coordinator is second in command and assists the Project Director in appointing volunteers for each job, assigning checklist items and helping to facilitate their completion. This individual will coordinate all phases of the fundraiser project, assist in recruiting volunteers, solicit free publicity, record all sales figures and projections, and recruit (or hire) the Managers and Sales people.



Special Sales Committee	Promotional Sales and Advertising Committee	Sales Committee
Special Sales Manager	Promotional Sales and Advertising Manager	Sales Manager
Assists in generating sales from special individuals and groups. Develops new creative sales tactics for the fundraiser.	Assists in generating sales from major contributors and solicits free advertising from the news media.	Recruits, trains, schedules, and controls volunteer Sales people and Data Entry person. Hire people if necessary.
The goals of this committee include closing sales to high profile individuals and groups, shaping public relations and launching sales to alternative target markets.	The goals of this committee include creating awareness of the fundraiser, soliciting heavy media coverage, developing slogans, pins, flyers, or other promotional pieces, etc.	The goals of this committee include generating sales of donor bricks/pavers, processing orders correctly, making new contacts, and recording all information throughout the fundraiser.

FUNDRAISER GUIDE – ORGANIZATION CHART ROSTER

Project Director:

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Project Coordinator:

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Special Sales Manager:

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Promotional Sales and Advertising Manager:

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Sales Manager:

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

FUNDRAISER GUIDE – VOLUNTEER CHART ROSTER

Volunteer

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Volunteer

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Volunteer

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Volunteer

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

Volunteer

Name _____
Address _____
Phone _____ Fax _____ Email _____
Date Started _____ Date Ended _____
Signature _____

FUNDRAISER GUIDE – FUNDRAISER TIMELINE

PHASE ONE	PHASE TWO
PHASE THREE	PHASE FOUR

Decide the amount of time necessary to complete each phase of the fundraiser. Base the time allocation of each phase on your goals, milestones, and projections. Write the number of each task from the Commemorative Brick/Paver Fundraiser Project Checklist in order for completion. When each task is complete, cross out the number.

Phase One and Phase Two should be completed as soon as possible so that every participant can help the sales managers generate donations. These phases should be used to prepare for launching the sales campaign of Phase Three for your fundraiser.

Phase Three should be dedicated to the sale of the donor bricks/pavers. The sales managers will cultivate and create unique ways of selling and advertising the fundraiser and donor bricks/pavers. The volunteers will place the initial phone calls to potential customers in order to gain interest and create interest for people in the community. Preparation for all events will be based on the date orders will be received from Hanover® Architectural Products, Inc., and the construction date of the project.

Phase Four will involve placing the donor brick/paver order, handling final details and completing the brick/paver project.

FUNDRAISER GUIDE – DIRECT MAIL/FAX PACK PROMO PIECE

- ❖ Provide the name of your organization or fundraiser.
- ❖ Provide the slogan of your fundraiser.
- ❖ Provide the address of your organization.
- ❖ Contact names for your organization.
- ❖ Phone & FAX numbers for contacting your organization.
- ❖ Description of brick/paver project (memorial wall, walkway, fountain, etc.)
- ❖ List the text and logo prices of donor bricks/pavers.
- ❖ Describe the purpose of your fundraiser, and explain how it will benefit the community. Why are you conducting a donor brick/paver fundraiser?
- ❖ Describe the place where your donor brick/paver will be located.
- ❖ Explain why the site for your project was selected as well as any historical information about the area.
- ❖ Include a chart for filling in donor names. (see Order Form on [page 18](#)). Include spaces for the customer name, address, payment method, and phone number.
- ❖ List the projected dates for when the fundraiser will begin, and when the sales will end.
- ❖ Provide a statement of reassurance to the customer regarding their investment for the donor brick/paver. For example: "Your one time donation will last a lifetime".

Provide a picture of your organization or site for assembling your donor bricks/pavers.

FUNDRAISER GUIDE – Brick/Paver Order Projections

Purpose: To enhance order awareness and preparation, ahead of time, in order to process your order more quickly and efficiently.

Once projections and goals have been established, complete the column for the projected amount of bricks/pavers that will be sold each month, as well as any comments. Please mail or fax a copy to Hanover® Architectural Products, Inc. Write in the actual number of bricks/pavers sold at the end of each month. Use this form as a projections and goals guideline.

MONTH	PROJECTED #	ACTUAL #	COMMENTS
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
TOTALS			

Project Director _____ Date _____

Fundraiser Name _____ Contact Name(s) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

FUNDRAISER GUIDE – SALES PROJECTIONS

Daily/Monthly/Semi-Annual

SUN
MON
TUE
WED
THU
FRI
SAT
TOTALS

Month								
Week #								
Week #								
Week #								
Week #								
Week #								

Month								
Week #								
Week #								
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TOTALS								
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FUNDRAISER GUIDE – SALES PHONE SCRIPT

Think of this call as a friendly reminder that your community needs the support of potential donors and that you are providing individuals and organizations the opportunity to participate in your donor brick/paver fundraiser. Remember that the people you contact are your friends and colleagues, so relax and be friendly, because your attitude will project over the phone.

Purpose: To call people in your community for support of your project by asking them to purchase a commemorative brick/paver.

Ring, ring...

Donor: This is (customer name).

Or,

Donor: Hello...

You: (customer name?)...

Donor: Yes. (Good)

Begin:

You: My name is (your name) with (your organization name).

We are (explain the purpose of the project)...the why, where, fundraising goal, who is it for?

Example:

My name is Sam Herndon from the church fundraiser. (Pause) You may have heard that we are replacing the sidewalk in front of the church with a memorial walkway to commemorate our loved ones.

Have you seen the picture and informational literature that we sent you, showing what the walkway will look like? (Pause) If yes, continue...If no, explain what is included in the direct mailer/FAX PACK and then continue the script.

Church fundraiser has selected to use an engraved brick/paver that will last forever. Everyone that contributes a set dollar amount, or more to the walkway fund, will have their name permanently engraved in the face of the brick/paver, used in the walkway.

(Individual)...The donor brick/paver with your name on it will be placed in the walkway and will be visible to every person who visits church name. This will show them that (customer name) cared enough to support their church. (Pause)

(Family)...We are offering the option of having your wife/husband's first names, with the family's last name on one brick/paver, or you can have your first and last name on one brick/paver and your wife/husband's first and last name on another. Which would you prefer?

This is a perfect idea for birthday presents, holiday gifts, and/or awards for recognition of those who are important in your life. Would you be willing to make a donation?

Donor: I think this is a really great idea. I'd like to participate.
(Contributes—get correct spelling of text, the dollar amount donated, address, and how the donation will be paid, check or credit card.
OR ... Questions/Objections (Handle and Close) (Refer to FAQ)

You: Thank you (customer name) for your donation. You have contributed to something that your children and grandchildren can look forward to with pride for years to come. Thank you for your donation. Goodbye. (Hang up.)

FUNDRAISER GUIDE – SAMPLE CONTRACT FORM

Fundraiser offering should include:

- ❖ Date of the project
- ❖ Fundraiser donor brick/paver price, (you decide)
- ❖ Color of brick/paver for project
- ❖ Size of bricks/pavers offered
- ❖ Text font
- ❖ Date for final sale of donor bricks/pavers
- ❖ Logos, if available (current price for logo fee, one time per design)
- ❖ Organization contact individual (Project Director, Sales Manager, etc.)
- ❖ How to contact your organization

The following is a sample Contact Form using two sizes of brick/pavers. Customize a Contact Form that fits your specific fundraiser project.

CONTACT FORM

COMPANY _____ DATE _____

CONTACT _____

PHONE _____ FAX _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

Brick/Paver Size	Qty Ordered
4" x 8"	
8" x 8"	
TOTALS	

LOGO (y/n): _____

COMMENTS: _____

FUNDRAISER GUIDE – PERSONAL STATISTICS

Purpose: To record customer response information for telemarketing calls

CONTACT NAME: _____

OR

COMPANY: _____ CONTACT: _____

CALLS	INFORMATION
	Wrong Number
	N/I
	Disconnected
	Busy
	Not Authorized to Participate
	Area Code Change
	Hang Ups
	Doesn't Participate in Fundraising
	Got Correct Contact
CONTACT PERSONAL	
	Spoke with Contact
	Not Available
	On Vacation
	In Meeting
	Not Interested
	Not at This Time C/B
	C/B After Meeting Contact
	Change
	Closing Call
FAX INFO	
	Received Info
	Didn't Receive Re-fax
	Interested in Fax
	Not Interested in Fax
CALL BACKS	
	Contact Not Available
	Contact Not Interested
	C/B After Meeting
	How Did Meeting Go
	No Answer
	L/M With Secretary
	L/M on Voicemail
	New Contact
MISCELLANEOUS	

FUNDRAISER GUIDE - ORDER FORM

Please complete the name or phrase you wish to engrave on your donor brick/paver. You have the option of using 1, 2, or 3 lines on your brick/paver.

Print exactly the way you wish your brick/paver to read. Text will be inscribed in uppercase. You may also use numbers for the inscription. Spacing between words is considered as a character. Punctuation does require a space. All text will be centered on the brick/paver.

Line 1 - 15 Characters

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Line 2 - 15 Characters

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Line 3 - 15 Characters

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Line 4 - 15 Characters

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Line 5 - 15 Characters

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Line 6 - 15 Characters

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Maximum of 15 Characters per line

Name of Donor

Date

FUNDRAISER GUIDE – FREQUENTLY ASKED QUESTIONS/OBJECTIONS

(OPTIONAL: These questions and responses are examples only. You may want to create your own list of questions and appropriate answers for your situation.)

Purpose: To answer questions and get a decision, or to handle objections and get a decision

Can I see what my name will look like?

- ❖ Sure. I can bring you a sample of an engraved brick/paver. What is your address? Would you like to visit us?

When will this project be complete?

- ❖ Consult your timeline.
- ❖ This is an excellent opportunity for you to inform your donor about the interesting aspects of your fundraiser. Word of mouth can be a very beneficial publicity tool.

Is my donation a tax deduction?

- ❖ Verify with your accountant

How many spaces can I have?

- ❖ This depends on the number of lines that you select (Please refer to price sheet).

Is punctuation an additional space?

- ❖ Yes, as well as the spaces between words

Will I receive a certificate of recognition, or can one be sent to the person I am making the donation for?

- ❖ Yes, you will receive a certificate. Allow me to verify the name that you would like to have printed on the certificate.

What if there is a spelling error in the donor name?

- ❖ It is the responsibility of the donor to spell the name correctly and the responsibility of the fund raising group to enter the name on the Donor Name Disk correctly. (Refer to Fundraising Guide.)
- ❖ In an effort to reduce errors, Hanover® Architectural Products, Inc. can fax a copy of the donor name list to the fundraising group for verification upon request.