



# Pictorial Calendar Sales Manual

**All The Information You Need To Conduct  
Your Calendar Campaign Successfully**

*Includes a Checklist for your calendar chairperson,  
How-to's on campaign organization,  
Selling and pricing strategies, and much more!*



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## Gordon Bernard Company, LLC

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*Publishers of Customized Calendars Since 1949*

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Dear Calendar Sponsor:

Welcome aboard and thank you for your interest in sponsoring one of our many calendar programs. If this is the first time your organization has sponsored a calendar or the first time you have been the chairperson, this manual will be very helpful to you in planning and conducting your calendar campaign. If you are one of our “seasoned veterans,” you may want to take a look at our “**Ways to Improve Your Calendar**” section starting on **Page 31**. This section includes many items that will not only improve your profitability, but also increase the usefulness of your calendar within your community or organization.

The first part of this manual gives you a quick reference “checklist” which should help you organize all aspects of your calendar campaign. The second part of the manual goes into a little more detailed explanation of each one of these areas.

Should you have any questions or need any further information on anything contained in this manual, please don't hesitate to contact your **area** Gordon Bernard Company representative. A list of our representatives, with their addresses and contact information, can be found on the last page of the Order Booklet. Our representatives are available to answer your questions evenings and weekends, as well as during the daytime hours. If you are unable to reach your representative, please feel free to contact our home office at 1-800/531-1484 between the hours of 8:00 AM and 8:00 PM Eastern Time. You can also request information via our web site at **[www.gordonbernard.com](http://www.gordonbernard.com)**.

Again, I want to thank you for your interest in our program and we are looking forward to serving you and your organization not only this year, but hopefully for many, many years to come. Please remember...we are always at your service so never hesitate to call on us!

Sincerely,

Bruce Linafelter  
Sales Manager

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# 👉 GETTING STARTED!

## CHECKLIST FOR THE CALENDAR CHAIRPERSON

✓ ✓ Following is a quick-reference “Checklist” to help you organize your calendar program and get your campaign off the ground! ✓ ✓

### A. TRADITIONAL DOOR-TO-DOOR CALENDAR SALE.

1. Locate and briefly review the **ORDER BOOKLET** which is enclosed in your PROMOTION KIT. This contains the instructions, price lists, order forms, etc., that you will use to compile and submit your order at the completion of your campaign.

2. Read and familiarize yourself with this Sales Manual.

3. Set up your Organizational Meeting.

A. At the Meeting you should:

1) Appoint the following Committee Members:

Picture Chairperson Name: .....Phone:.....

Calendar Sales Chairperson Name: .....Phone:.....

Advertising Chairperson Name: .....Phone:.....

Publicity Chairperson Name: .....Phone:.....

Meetings & Events Chairperson Name: .....Phone: .....

2) If not already decided, confirm the STARTING MONTH of your calendar.

3) Decide on your Selling Plan (eg. Family Plan, Standard Plan, etc. See page 10).

4) Set the following prices:

Family (Household) Plan Price \$.....

Single (or extra) Calendar Price \$.....

Price of Listings \$.....

Price of Advertising (Display)

Half Space \$.....

Single Space \$.....

Double Space \$.....

Other \$.....

Price of Advertising (Directory) \$.....

5) Select the calendar COLOR and PAD STYLE.

4. Organizing the Traditional Calendar Sale.

A. Decide on area of town to cover (what neighborhoods to canvass, who will cover what areas, etc).

B. Explain the use of the ORDER SHEET (read instructions on reverse side):

1) Enter seller's name, customer's name, address & phone number, price of calendars and listings.

2) Print listings VERY CLEARLY.

3) Check for correct spelling of names (eg. Betty, Bettie, Bettye).

4) Note abbreviations to be used:

(A) = Anniversary

(S) = In Service

(B) = Birthday

(M) = In Memory

(N) = Band Member

5. Deadlines.

- A. Order Sheets: Money & Order Sheets turned in by: .....  
(Recheck names for spelling and legibility)
- B. Ad contracts: Money/ad contracts turned in by: .....  
(Check spelling/phone numbers on final copy submitted with order)
- C. Computer print-out/Tabulating sheets: Listings input completed by: .....  
(Proofread and count listings)
- D. Picture: Prints (for color or black & white) & digital files turned in by:.....

6. Mailing order.

- A. Order to be mailed by: .....
  - 1) Check envelope flap for list of items to be enclosed.
  - 2) BE SAFE . . . Make a copy of all materials before mailing.

**B. ORGANIZING A GIVE-AWAY CALENDAR PROGRAM**

1. Locate and briefly review the **ORDER BOOKLET** which is enclosed in your PROMOTION KIT. This contains the instructions, price lists, order forms, etc., that you will use to compile and submit your order at the completion of your calendar campaign.
2. Read and familiarize yourself with this Sales Manual.
3. Set up your Organizational Meeting.
  - A. At the meeting you should:
    - 1) Appoint the following Committee Members:
      - Picture Chairperson Name ..... Phone .....
      - Advertising Chairperson Name ..... Phone .....
      - Publicity Chairperson Name ..... Phone .....
      - Meetings & Events Chairperson Name ..... Phone .....
    - 2) If not already decided, confirm the STARTING MONTH of your calendar.
4. Determine how many calendars you will distribute. If you are giving a calendar to every household in the community, the post office may be helpful in supplying this number. If you are giving a calendar to all students in a school building, check with the school principal.
5. Determine the printing cost for the number of calendars you will need. Your costs are outlined in the **ORDER BOOKLET** enclosed with the PROMOTION KIT.
6. Determine which advertising style (Display, Directory or a Combination of the two) you will sell on your calendar.
7. Set an advertising rate that will earn the profit you desire for your group after paying printing costs.
8. Follow Steps 5 and 6 at the top of this page.

# GUIDELINES FOR A SUCCESSFUL CAMPAIGN

## PICTURE SUBJECT(S)

The picture subjects that you will feature on your calendar publication are **EXTREMELY** important. Probably no other aspect of your calendar program will affect the overall public acceptance of your calendar campaign as much as your picture subjects. Because of this, begin work on your pictures **EARLY** in your campaign and give it **CAREFUL CONSIDERATION**.

For your picture subjects, you have a choice of beautiful color photographs, black and white photographs, or line art drawings printed on your calendar. We will make your photograph or drawing as large as possible to fit the layout of your calendar. The unique aspects of each option are described below.

### **A. PICTURE SUBJECT**

- The picture subject is a digitally enhanced reproduction of your photograph. Pictures can be printed in color or black and white. They make excellent keepsakes after the calendar has expired.
- The price of the calendar includes 13 pictures, one for each month and one for the outside front cover of the calendar. There is an additional charge for extra pictures per month or on the front cover. See the **Order Booklet** for details.
- A color picture subject truly enhances the appearance of your calendar and is something you should seriously consider.
- For additional profits, find a business or organization to cover the cost of your color pictures.

### **B. LINE ART DRAWING**

- The school mascot, a club or community emblem, an architect's drawing of the church, etc., can make an excellent picture subject. This is printed on the calendar pages in the same fashion as the picture subject.

## C. POSSIBLE SUBJECTS FOR YOUR PICTURE

1. **WHEN THE CALENDAR IS BEING SPONSORED BY THE HIGH SCHOOL, PTA, FOOTBALL TEAM, ETC.** – a picture of the Team or of the School with all the students and faculty out front is always a good subject. Or, if it is being sponsored by a certain group, such as the Band, Yearbook Staff, FFA or Sophomore Class, a picture of this group is always of interest, particularly when the subject is reproduced in color. **When group pictures are featured in color you can imagine what a treasured souvenir issue your calendar becomes for the graduates and people in your community.**
2. **A COMMUNITY BIRTHDAY CALENDAR THAT IS BEING SPONSORED BY A CIVIC CLUB** could feature a picture of the members. Everyone is interested in meeting the members of your Club through this type of publicity.
3. **CHURCH SPONSORS OF THE CALENDAR** often use pictures of their Chapel, either outdoor or indoor pictures. It is always advisable to have as many members as possible included in the pictures. Sunday School classes and other youth groups always make interesting pictures. Individual pictures of missionaries from your Church give you the opportunity to honor them. Be sure they get a copy of the calendar.
4. **FIRE DEPARTMENTS** that sponsor our calendar, feature pictures of their members around their equipment or in front of the fire station. Another very popular picture for fire department calendars are members posed in front of a practice burn-training session. Just be sure to title the picture, “Training Session.”
5. Pictures of the **LOCAL FAIR, RODEO** or a **COMMUNITY FESTIVAL** are always good subjects. Also pictures of the Library, City Hall, Hospital or Park add interest to the calendar.

Historic pictures of your community or the founders of your community are always interesting.

Little League and Boy Scout groups like to feature pictures of their members enjoying their various activities.

An aerial picture of the entire community has universal appeal.

There is an endless supply of good local picture subjects.



# NON-ADVERTISING PICTORIAL CALENDAR

Pictorial calendars do not have to contain advertising. In place of advertising, we can work with you to create a format that can feature line-art drawings, multiple pictures, poems or essays at the top of each month. The price of the calendars includes approximately a 15 word caption. Poems, essays or any other excessive copy that need typesetting should be submitted to our office for pricing. In the case of multiple pictures, send in a diagram of how you want each page laid out. There is a charge for each additional picture. See Page 13 of the **Order Booklet** for pricing.

Here are some samples of non-advertising pictorial calendars:



# CALENDAR SALE

## (CALENDAR PRICES FOUND ON PAGES EIGHT AND NINE OF THE ORDER BOOKLET)

### A. SETTING THE PRICE

Should you sell your calendars in a door-to-door sales campaign or give them away? What areas of the community should be canvassed? If you are selling the calendars, how much should be charged? These are questions that must be answered at the beginning of your campaign. The charge for the calendars can affect the prices charged for advertising. Generally speaking, the less charged for the calendars (or giving them away), the wider the distribution, which makes the advertising worth more.

### B. CALENDAR START MONTH

Most people think calendars always start with January. The Gordon Bernard Company prints calendars for organizations that start with every month of the year. A non-January starting calendar has several advantages. By sponsoring a non-January calendar, you are providing a calendar that starts at a unique time of the year. Many people's lives revolve around the school making a September starting month (ending with August) very popular. When a September "pad" (as we call it) calendar runs out the next August, people will automatically look to your organization for a replacement. Many clubs will run the calendar with their fiscal year. The bottom line is...YOU CAN START YOUR CALENDAR WITH ANY MONTH OF THE YEAR based on when it best fits into your organization's operational schedule. The table below shows order deadline dates and shipping schedules for the various starting months.

### **TO HAVE YOUR CALENDAR START WITH THE MONTH YOU HAVE CHOSEN PLEASE ADHERE TO THE SCHEDULE BELOW**

CALENDAR TO START WITH THE MONTH OF	COMPLETED ORDER MUST BE IN OUR OFFICE BY	CALENDARS WILL BE SHIPPED APPROXIMATELY
JULY	APRIL 15	JUNE 15
AUGUST	MAY 15	JULY 15
SEPTEMBER	* SEE BELOW	AUGUST 15
OCTOBER	JULY 15	SEPTEMBER 15
NOVEMBER	AUGUST 15	OCTOBER 15
DECEMBER	SEPTEMBER 1	NOVEMBER 15
JANUARY	* SEE BELOW	DECEMBER 15
FEBRUARY	NOVEMBER 15	JANUARY 15
MARCH	DECEMBER 15	FEBRUARY 15
APRIL	JANUARY 15	MARCH 15
MAY	FEBRUARY 15	APRIL 15
JUNE	MARCH 15	MAY 15

#### (\* REPEAT SPONSORS

Your deadline date is listed on the "Reminder Sticker" on your calendar located in your promotion kit.

#### (\* NEW SPONSORS

Your deadline date will be assigned by your Sales Representative.

### **C. THE HOUSEHOLD (FAMILY) PLAN SALE**

One way to charge for the traditional Community Birthday Calendar is the Household, or Family Plan. This plan simply states that, for one set price, a family will receive a calendar and be allowed to list the birthdays and anniversaries of that household only. Company statistics show that you will average four listings per home sale.

### **D. STANDARD PLAN**

Under this plan, you set a separate price for the calendar and then charge a certain amount for each listing.

### **E. CALENDAR “GIVEAWAY” PLAN**

Under this plan, the charge for advertising is normally higher than the above mentioned plans (because the calendar distribution is guaranteed to a target group). The revenue from the ad sales pays for the printing of the calendars (plus a substantial profit). Then the calendars are distributed free to the community (eg. through the school or school district, through the advertisers on the calendar, or distributed by the members of your group).

### **F. LENGTH OF CALENDAR SALE**

Usually a short sales campaign is best. Be sure to consider what other activities affecting your organization might conflict with your calendar campaign. It is also good to hold the sale over at least one weekend.

### **G. THE CALENDAR ORDER SHEET**

There are calendar order sheets included with your Promotion Kit. Explain to your members that each sale should be recorded on the right side of the sheet. It is important that all this information be collected at the time of the sale in case the buyer needs to be contacted at the time the order is being compiled for submission.

The sellers must understand that when they collect birthday and anniversary listings, there is a 28 character limit per listing. A “character” is a letter, punctuation or space that is part of the listing. If an unusually long name or event needs to be abbreviated, it is best to determine an acceptable abbreviation at the time of the sale. Also, determine ahead of time how anniversaries will be listed. “Mr. & Mrs. John Smith” or “John & Mary Smith” can be used. There is usually less chance of going over the 28 character limit using “Mr. & Mrs.”

It is a good idea to number your order sheets before passing them out to your members, keeping a record of what member received what order sheet. In this way, you are sure to get all the order sheets back before compiling your listings.

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Some groups find it helpful to attach an “Order Taking Procedure” sheet with the calendar order sheet. A SAMPLE of the Household (Family) Plan is shown below.

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## **SALES GUIDELINES/ORDER TAKING PROCEDURES**

1. The calendar drive will be from August 24-29.\* All money and orders must be turned in during band rehearsal on August 30.\*
2. Calendars will sell for \$10.00\* each.
3. Order taking procedures:
  - a. When a family purchases a calendar, they are allowed to list all birthdays and anniversaries **IN THAT HOUSEHOLD ONLY**. If the purchaser wants Grandparents or married children on the calendar, they must purchase another calendar for that household.
  - b. PRINT the person’s name and birthday clearly on the order form in the proper month. Have the purchaser check your spelling after you have filled out the order form.
  - c. Fill out all the information about the purchaser on the right side of the order form.
  - d. Total your order and make sure the amount of money you are turning in equals the total on your sheet.
  - e. Please write “(S)” before a person in the military and “(M)” before a deceased person’s name.
  - f. There is a 28 character limit on each listing (a space counts as a character). If the name is unusually long, be sure to get an abbreviation approved by the purchaser.
4. Procedures for selling meeting listings:
  - a. Meeting listings for any group wanting their meeting dates and times listed on the calendar should be written on your order sheet.
  - b. There is a 28 character limit (a space counts as a character) so get an abbreviation for the group if necessary.
  - c. The charge is \$10.00\* per year for one meeting listed per month, \$20.00\* per year for 2 meetings listed per month, and \$30.00\* per year for a meeting listed every week.
5. Your band trip account will be credited in the following ways:

The per calendar profit will be figured at the end of the drive. All costs for running the calendar drive will be subtracted from the gross income. The net profit will be divided by the number of calendars sold. This per calendar profit will be multiplied by the number of calendars you sold and that amount will be credited to your account. Last year \$5.07\* was credited for each calendar sale.

\* Insert your group’s information here.

## **H. SALES INCENTIVE IDEAS FOR YOUR MEMBERS**

Many of our sponsors are using incentive awards to motivate their members to sell more calendars, listings and advertisements. Listed below are a few ideas currently in use. One or more of these ideas could make your campaign more successful.

1. **Top Seller – First Day** (calendars and listings)  
Offer a \$20.00 to \$30.00 cash prize. If you get the workers out selling the first day, after a “Pep Talk” by the calendar chairperson, you will establish a sales momentum which will continue the rest of the campaign.
2. **Top Seller – Entire Campaign** (calendars and listings)  
Offer a cash prize of not less than \$50.00.
3. **Squad/Class/Team Competition**  
Offer a cash prize to the group turning in the greatest dollar volume.
4. **Drawings (at least three)**  
For every 5 calendars sold, the seller’s name is put into the drawing box. If he/she sells 25 calendars, then that name is put in the drawing box 5 times. At the end of the campaign, have three drawings for \$20.00 each.
5. **Mystery Houses**  
Select a house in each team captain’s area. Offer a prize of \$10.00 to the first person calling on this house (no sale necessary). This will motivate workers to call on every house.
6. **Top Seller – Advertising**  
Offer a steak dinner for two for the person selling the most advertising. After all, these people need motivating too.
7. **Deadline Date** (make this stipulation for all awards)  
Only those persons turning in their money and orders by a deadline date will be eligible for incentive awards. This is probably the most important of all the incentives. To have all your information turned in at the same time will make it easier to prepare your order for mailing.

We are not suggesting that your organization use all these incentive awards, but one or more may be applicable to your particular organization. From the many organizations we have talked with, one statement seems to stand out: “Organizations who use incentive awards increase their profits.”



**I. ADDITIONAL SALES FORMS**

In addition to the calendar order forms included in your Promotion Kit, one other style is available for your use. The first is exactly the same style as the one included except for the fact it is reduced to an 8½" x 11" sheet, (one copy is enclosed in your kit) which many people find more convenient to use. For more information on either of these order forms, contact your local GBC representative or our home office.

**J. TEAM CONCEPT**

If yours is a large and well organized organization, you may want to divide your members into "teams" with a "captain" for each team. A sample "scoresheet" is displayed below.

**COMMUNITY BIRTHDAY CALENDAR PROJECT**

Name of Team.....Name of Captain .....

Area Team is to cover.....

Names of Team Members	Area to cover	Cal. Sales	Amount	Paid	C.O.D.
1. ....	.....	.....	.....	.....	.....
2. ....	.....	.....	.....	.....	.....
3. ....	.....	.....	.....	.....	.....
4. ....	.....	.....	.....	.....	.....
5. ....	.....	.....	.....	.....	.....
6. ....	.....	.....	.....	.....	.....
7. ....	.....	.....	.....	.....	.....
8. ....	.....	.....	.....	.....	.....
9. ....	.....	.....	.....	.....	.....
10. ....	.....	.....	.....	.....	.....
11. ....	.....	.....	.....	.....	.....
12. ....	.....	.....	.....	.....	.....

# ADVERTISING

(PRICES FOR ADVERTISING COPY FOUND ON PAGE EIGHT OF THE ORDER BOOKLET)

## A. SELLING ADVERTISING

The advertising sale is one of the most critical aspects of any calendar campaign. Calendar advertising is one of the most visible mediums a business can use. 95% of your calendars will hang for a full year in the kitchen by the telephone and people will look at them daily. The calendar is equal to “billboard” advertising in the home. Therefore, everyone will be exposed to the advertisements EVERY day.

There are two key determinations to be made before your advertising sale begins:

1. Who will sell the advertising? If you are working with an all adult group, it is probably best to have an advertising committee to handle all advertising. If yours is a student group, either the officers of the group or parent advisors could sell the advertising. Some groups open up advertising sales to all sellers simultaneously with the calendar sales.

2. How much should be charged for the advertising? Historically, too many calendar sponsors undercharge for their advertising. Calendar advertising is a very visible and viable form of advertisement. When a business purchases an ad, they are not making a donation to your organization, they are investing in their own business. CHARGES SHOULD REFLECT THE NUMBER OF CALENDARS YOU HOPE TO PLACE (or already have) IN CIRCULATION. A good business person will want to know who will receive the calendars, how they are being distributed, and how long the ad will be visible. If you are going to give away several thousand calendars, then your advertising rates should be higher than if you are planning on selling a few hundred calendars. Your local GBC representative can be very helpful in explaining ways of setting your advertising rates and tell you what is being charged by other groups in your area.

## B. DISPLAY (Block) VS. DIRECTORY ADVERTISING STYLES

A “display” ad measures 1<sup>3</sup>/<sub>4</sub>" x 1<sup>1</sup>/<sub>4</sub>" and contains, normally, six lines of copy and possibly a business logo or emblem. The actual ad will be designed by our typesetting department using the copy you supply to form an eye-catching layout. There is room for a maximum of 36 display ads on a pictorial calendar with a standard size picture subject.

A “directory” style ad includes only the name of the business and the phone number. It is helpful to include category headings to group the various types of businesses. There is room for a maximum of 225 directory advertisements and category headings on a calendar with a standard size picture subject.

Following is a comparison of the two advertising formats and the advantages of each advertising style.

# **What Form of Advertising Should You Use...**

## **Our Standard DISPLAY (BLOCK) Form of Advertising**

**or**

## **Our DIRECTORY STYLE Form of Advertising**

**or**

## **A Combination of the Two**

Both forms of advertising are uniquely different, yet they both accomplish two very important objectives:

- 1) THEY BOTH PROVIDE AN EXCELLENT PROFIT OPPORTUNITY. As a matter of fact, if your advertising sales are handled properly, the revenue you take in should more than pay for your entire calendar order with extra profit left over!
- 2) THEY BOTH PROVIDE THE ADVERTISERS IN YOUR COMMUNITY THE BEST ADVERTISING VALUE AVAILABLE. The most effective advertising for the cost involved is Calendar Advertising, which works as a "silent salesperson" 24 hours a day, 7 days a week, 365 days a year. It is capable of getting and holding that valuable WALL SPACE in the HOMES and OFFICES within the community where distribution is made... and for JUST PENNIES A WEEK!

On the following pages, we will attempt to explain the benefits and advantages of both forms of advertising so you may determine which form best suits your organization's needs and capabilities.

# DISPLAY (BLOCK) ADVERTISING FORMAT!

**KENWOOD FIRE DEPT.**



Picture Compliments of the Hyde Park Veterinary Clinic

**OCTOBER 2010**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

THANKS for your  
New Sales  
Phone/Fax/Email  
BUSINESS

**ASB**  
CITIZENS STATE BANK  
FDIC

**THOMPSON ARCHITECTS, P.A.**  
P.O. Box 202  
Pleasant Ridge, Ohio  
43084  
614/544-4204

**Greene County Implement**  
P.O. Box 424 - Pleasant Ridge, Ohio

**JOHN DEERE**



Next to Menards  
Arrowhead & 53

"Hot Eats, Cool Treats"



5240 Montgomery Road  
Free small sundae on birthday  
JOE & JEAN GILL – Owners



WE ARE IN BUSINESS  
FOR SMALL BUSINESS.™

**LITWIN  
JEWELERS**

222 Main Street  
Let us clean your wedding rings  
free during week of anniversary  
Phone 862-9015

USING OUR POPULAR \$10.00 FAMILY PLAN AND THE DISPLAY ADVERTISING FORMAT, YOU CAN EXPECT TO EARN FROM 60% TO 80% NET PROFIT ON YOUR PROGRAM!

## ADVANTAGES OF DISPLAY (BLOCK) ADVERTISING

### FOR YOU

- EXCELLENT PROFIT**  
36 Display Ads sold for \$50.00 each NETS \$1,575.00 or 88% NET PROFIT on every advertising dollar taken in.
- EASE OF SECURING ADVERTISING**  
Even if you place the maximum of 36 one space ads on the calendar, the amount of time required to sell your ads is limited. Thus, there is less work involved in this aspect of your program but you still earn an excellent profit.
- MUTUAL SUPPORT BETWEEN YOU AND YOUR ADVERTISERS**  
You give your advertisers the opportunity to take advantage of one of the most outstanding forms of advertising available while they support your organization and its programs.

### FOR YOUR ADVERTISERS

- AN ADVERTISING BARGAIN**  
The advertiser is actually buying wall space for a full year in local homes for only pennies per household.
- THE MONEY STAYS IN YOUR COMMUNITY**  
75% to 85% of each dollar you take in is retained. This money is then spent on worthwhile projects in your own community. Helping the community helps the business person.
- ONE ADVERTISER PER BUSINESS CATEGORY**  
If you wish, you can sell just one advertiser in each business category (eg. one service station, one insurance agent, etc.). The benefits to your advertiser are obvious.
- EXPANDED ADVERTISING MESSAGE**  
Display advertising allows your advertiser to use an expanded advertising message and the opportunity to place special promotions in his/her ad (as in the example ads above).
- TAX DEDUCTIBLE**  
A display ad is a legitimate advertising expense and is fully tax deductible.

# BUSINESS AND PROFESSIONAL DIRECTORY ADVERTISING FORMAT!

**ACCOUNTANT**  
Joseph Rippe, CPA .....856-1375

**AIR CONDITIONING CONTRACTOR**  
Bob's Service Center .....856-3142

**ANTIQUES**  
Mary's Antiques .....856-3840

**APPLIANCE SERVICE**  
Hutchins .....366-7998

**ATTORNEY**  
William Patton .....354-8152

**AUTO DEALER**  
Harreid Chev.-Olds .....354-2233

**AUTO PARTS AND SUPPLIES**  
Madison Auto Supply .....856-2566

**AUTO REPAIR AND SERVICE**  
Car Service Center .....956-2315  
Olive's Garage .....856-8480  
Henderson's Garage .....856-8912  
Madison Freeway Service .....856-8479  
United Motor Exchange .....354-3511

**BANKS**  
Bank of Madison .....856-6522  
Bank of Ridgeland .....856-4131

**BARBER AND BEAUTY SALONS**  
Colonial Barber Shop .....956-5056  
Northend Barber Shop .....982-9282  
The Clipper .....956-7748

**BEVERAGE COMPANY**  
Southern Beverage Co. ....969-5550

**CHIROPRACTOR**  
Dr. E. M. Long .....856-3612

**CLOTHING STORES**  
Jomar's Dress Shop .....856-6603  
Snook's 4-H Western Store .....856-4164

**DAY CARE CENTERS**  
Pied Piper Playhouse .....355-3511  
Taylor Day Care Center .....353-7060

**DEMOLISHING AND BUILDING MATERIALS**  
Jackson Wrecking, Lumber .....856-4843

**DENTISTS**  
Dr. Stephen Draper .....856-6903  
Dr. Richard S. C. Poole .....856-3926

**DOCTORS**  
John Anderson, M.D. ....956-9000  
William Pierce, M.D. ....856-8300

**DO-NUT SHOP**  
The Do-Nut Shoppe .....856-5285

**DRUG STORE**  
Jacobs .....856-7111

**FARM AND FEED SUPPLIES**  
Ridgeland Farm and Garden .....856-7186  
Snell's Feed and Supply .....353-2787

**FARM EQUIPMENT**  
Canton Farm Equipment Co., Inc. ....352-4924

USING OUR POPULAR \$10.00 FAMILY PLAN AND THE DIRECTORY ADVERTISING FORMAT, YOU CAN EXPECT TO EARN FROM **70% TO 85% NET PROFIT** ON YOUR PROGRAM.

## ADVANTAGES OF DIRECTORY ADVERTISING

### FOR YOU

- 1) VERY HIGH PROFIT**  
100 directory ads sold for only \$20.00 each nets from \$1,825 to \$1,875 (depending on number of category headings). 150 ads net around \$2,800.
- 2) A USEFUL FEATURE**  
The quick-reference directory format makes the "calendar" more desirable and valuable than ever.
- 3) ADDITIONAL PROSPECTS TO SELL**  
Many professional people such as doctors, dentists, lawyers, accountants, etc., because of their professional ethics and certain laws, do not advertise. BUT...THEY CAN BE LISTED ON A DIRECTORY.
- 4) SET YOUR OWN PRICE**  
Some organizations are reluctant to approach a business person with a \$50.00 or \$100.00 ad. A directory ad sold for only \$20.00 nets over 90% profit! An ad sold for \$25.00 nets 95% profit!
- 5) EASE OF RENEWING ADS**  
Since you are just securing a business name and phone number, these ads will be very easy to renew on a yearly basis.

### FOR YOUR ADVERTISERS

- 1) AN ADVERTISING BARGAIN**  
The advertiser is actually buying wall space for a full year in local homes for only pennies per household. Since each firm is listed alphabetically under the proper category, this directory is more useful and desirable than the phone book. Why? Because it is handy, hanging on the wall near the phone rather than put away in a drawer somewhere.
- 2) THE MONEY STAYS IN YOUR COMMUNITY**  
90% to 95% of each dollar you take in is retained. This money is then spent on worthwhile projects in your own community. Helping the community helps the business person.
- 3) PROFESSIONALS**  
A prestigious, ethical way for the professional people (Doctors, Lawyers, Accountants, etc.) in your community to make the citizens aware of their services.
- 4) TAX DEDUCTIBLE**  
A directory listing is a legitimate advertising expense and is fully tax deductible.

## BLUE ASH



Picture Compliments of the Hyde Park Veterinary Clinic  
Hang this Birthday Calendar near your telephone and use it daily to remember and make happy one day in the lives of your friends.

OCTOBER							2010
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						



IN SUMMARY . . . both forms of advertising are excellent and which format you decide to use depends on your organization and its workers, the amount of money you need to raise and in some cases, the size of your community.

### **C. COMBINATION ADVERTISING**

Many sponsors are now using a combination of both advertising styles on their calendar publications. Many “display” ad sponsors are now including a “directory” of all the professional people (doctors, lawyers, politicians, etc.) in their community.

An obvious question is . . . “How much room is there for each of the two advertising styles?” Basically, there is room for 45 directory ads AND category headings for every row of six display ad spaces. Therefore, the following table applies:

If you have 6 display ads, there’s room for up to 225 directory ads & headings

If you have 12 display ads, there’s room for up to 180 directory ads & headings

If you have 18 display ads, there’s room for up to 135 directory ads & headings

If you have 24 display ads, there’s room for up to 90 directory ads & headings

Your local GBC representative can answer any questions you might have about combining the two advertising styles as well as providing you with any combination ad sample calendars should you desire them.

### **D. COUPON ADVERTISING**

Coupons are a great way to enhance the value of your calendar while at the same time giving your businesses an opportunity to get a return on their advertising dollar. Following is a description of coupon advertising:

1) **1) Birthday/Anniversary Specials.** These coupons can appear on any display ad with the coupon being tied in with a birthday or anniversary, if that event is listed on the calendar.

### ROSS MUSIC BOOSTERS

**Photo Potomac**  
Our Advertisers  
They Are  
Our Friends

**LUSHY AND SONS**  
BAKING  
1525 W. 11th St.  
P.O. BOX 100  
Lynchburg, VA 24501

**FARETOWN**  
AUTO PARTS  
1140 W. 11th St.  
Lynchburg, VA

Picture Compliments of the Hyde Park Veterinary Clinic

Be Sure to Order Your  
Calendar and Ads  
Early! Meet Your  
Phone Ad Adress  
At 888-9672

**LE-STYLE**  
KITCHENS & BATHS  
1400 N. 11th St.  
Lynchburg, VA 24501

**THE WHIPPLERS**  
SHOPE  
1140 W. 11th St.  
Lynchburg, VA

<b>BACKCROOK RESTAURANT</b> 1140 W. 11th St. Lynchburg, VA	<b>DEET HARVEY MOTOR INN</b> 1140 W. 11th St. Lynchburg, VA	<b>SLEEP'S DAIRY QUEEN</b> 881 E. Main St. Lynchburg, VA	<b>DANSHIED OIL CO.</b> OIL PRODUCTS 1140 W. 11th St. Lynchburg, VA	<b>ROCKET REXALL DRUG STORE</b> 1140 W. 11th St. Lynchburg, VA	<b>MIDAS MUELLER AND BAKER SHOP</b> 1140 W. 11th St. Lynchburg, VA
ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170
ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170
ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170
ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170
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ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170	ALBEMARLE... 149-9170

### OCTOBER 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

THANKS for your  
Early Sale  
Phone Ad Adress  
AT 888-9672

**LSB**  
CITIZENS STATE BANK  
FDIC

**THOMPSON ARCHITECTS PA**  
P.O. Box 302  
Fountain Ridge, VA  
819/544-4294

**Grant County Implant**  
P.O. Box 424 - Fountain Ridge, VA  
**JOHN DEERE**

**VALERIE PIZZA PARLOR**

Free personal size pizza  
week of birthday or anniversary  
if listed on calendar  
5389 Kerby Avenue  
Phone 886-9176

**GIL'S BARBER SHOP**

5240 Montgomery Road  
Haircut – Half price during month  
of your birthday, if listed  
Phone 893-2416

**ROCKET REXALL DRUG STORE**

A free milkshake on your birthday  
if listed on this calendar  
3 Godby Avenue  
Phone 886-1190

## **E. FREE ORGANIZATIONAL COPY**

You are allowed 12 lines of copy for “organizational” copy or “Community Service Announcements”. This might include a list of what your calendar profits will be used for or police and emergency phone numbers. These spaces might also be used to express appreciation for special assistance. They should not contain any regular commercial copy. This copy is entered on the **Title Sheet** on page 29 in the **Order Booklet**.

The “Advertising Contract Pad”, which you use to secure all advertising copy, is contained in your Promotion Kit. Instructions on submitting your advertising copy with your order are contained in the **ORDER BOOKLET** in your kit.

## **F. TIPS FOR SUBMITTING YOUR ORDER**

We include a sheet called “Tips for Submitting Your Advertising and Picture Subjects” in your **Order Booklet**. Please refer to this sheet as it will help you to understand what is needed for quality pictures. It is a check list for putting your order together.

# LISTINGS

## A. WHAT IS A LISTING

1) Listings are the names/events that are placed on the calendar dates. These can be birthdays, anniversaries, school events, community events or church events. REMEMBER . . . the more information (listings) you have on your calendar, the more appeal it will have and the more valuable it will be to your customers. It is up to YOUR organization to determine what listings will be placed on your calendar.

2) A listing has a 28 character limit. A character is a letter, space or punctuation mark. On average, there is room for 15 lines of listings on each date space. There are ways to increase this number, however, so never worry about running out of space on the calendar pad (we have never had a calendar we couldn't produce . . . due to space limitations on the listings . . . in the 60 years we have been printing the Community Birthday Calendar!).

3) Special symbols are placed after many of the listings. For example, a wedding bell will be used after each wedding anniversary; a cross will be placed after each person's name listed "In Memory"; a star will be placed after each person's name to signify military service. Other symbols (eg. a musical note to designate band members) are also available. Contact your local GBC representative for more information. (Only one symbol per listing).

## B. SUBMITTING LISTINGS

Listings can be submitted with your order in one of three ways: on tabulating sheets (enclosed in your Promotion Kit only if you did not use a computer to submit your listings last year); on our GB EZ (Windows) software or on a computer print-out generated by a program developed by your organization previously. Specific guidelines are contained on page five of the **ORDER BOOKLET** found in your Promotion Kit. A brief description of each method follows:

1. **TABULATING SHEETS.** A tabulating pad is enclosed in your Promotion Kit (if you are a new sponsor or a repeat sponsor who used tabulating sheets last year). Listings are transferred from the Order Sheets to the tabulating sheets, typing (or printing VERY carefully) all listings on one set of sheets on the dates the listings occur.

2. **GB EZ COMPUTER PROGRAM.** We have had this program designed to assist you in all aspects of compiling your calendar project. A CD containing the program is included in the Promotion Kit or the program may be downloaded FREE from our web site ([www.gordonbernard.com](http://www.gordonbernard.com)).

**3. DEVELOP YOUR OWN COMPUTER PROGRAM.** If you plan to develop your own computer program, shown below is an example of a computer print-out for your calendar pad listings.

B – Birthday  
A – Anniversary  
M – In Memory  
S – In Service  
E – Event

Example:

<u>Date</u>	<u>Type</u>	<u>Text</u>
11/14/2010	B	John Smith
11/14/2010	E	City Council Meeting
11/15/2010	A	Mr. & Mrs. John Smith
11/15/2010	B	Bill Brown
11/15/2010	S	Greg Jones
11/15/2010	E	Boys Basketball

- We need three columns set up. Date column (formatted as mm/dd/yyyy) January 1, 2010 would be 01/01/2010, Listing Type Column and Listing Text Column. Be sure to include data in each column for every listing (including the date for every listing). If the date is included with each listing, it is not necessary to submit the list in chronological order.
- Do not space between lines.
- Count the listings and put the total on the top of the first page.
- Approximately 28 characters and spaces will fit on one line.
- Please print in caps and lower case if at all possible.
- First name first, then the last name.

**PLEASE SUBMIT A COPY OF YOUR DATA FILE ON A DISK TO BE SENT ALONG WITH YOUR PRINTOUT.**

## MEETING AND EVENTS

### A. IMPORTANCE

For your calendar publication, especially if it is to be a COMMUNITY BIRTHDAY CALENDAR or a COMMUNITY EVENTS CALENDAR, it is very important to make a list of all the local organizations and to contact the officers of each, to secure their meeting listings for your calendar publication.

The Community Birthday Calendar or other Gordon Bernard Calendar Programs offer a unique opportunity for every organized group in your community to publicize their regularly scheduled meetings and special events. These listings are printed on the calendar dates, at the top, where everyone sees them every day of the year.

The advantages of having all these MEETING and EVENT listings on the Calendar are quite obvious. Let's point out a few of the benefits:

Since the Calendar will be occupying wall space in almost every home in town, and will be referred to daily by all members of the family – everyone will be aware of WHAT'S GOING ON IN TOWN.

It is, therefore, important that all MEETINGS and EVENTS be listed.

Those organizations that have their weekly, bi-monthly, or monthly meetings listed on the annual Calendar, no longer have to send out notices of meetings to their members. Making these mailings is time consuming and expensive. It is far less expensive, and more effective, to have the meeting dates printed on the calendar.

Tourists and travelers, away from home, often like to attend the “out-of-town” meetings of the organizations of which they are members “back home.” Most local Civic Clubs, Lodges, and Patriotic groups promote the idea of having visitors attend their meetings from other towns. For this reason, many CBC sponsors contact every hotel and motel in their community in an effort to sell them calendars which will be displayed in prominent locations for the convenience of the travelers. Members of civic and fraternal organizations being attracted to “out-of-town” meetings, not only attend those meetings, but often stay several days in the community which brings extra revenue to the community through the business establishments.

In addition to REGULAR MEETINGS most all organizations have a few SOCIAL and SPECIAL events every year...charter parties, conventions, picnics, banquets. There will be fund-raising barbecues, pancake dinners, bazaars, bingo parties, and pot luck dinners. These are all important events and most of them are scheduled for certain dates so they can be listed on the calendar.

The high school has many events and activities to ADVERTISE. Home games, band concerts, plays, picnics, homecoming, senior ball, junior prom and many others. The more publicity given to these activities, the better the attendance. Having these occasions printed on the calendar on the dates they occur will attract many people.

Churches also have special events that take place on certain dates every year. Some of them are monthly, quarterly, or semi-annually. Bazaars, fund-raising dinners, picnics, regional conferences, dances, youth group activities, are just a few of the events to be listed on the calendar.

Then there are always certain groups that sponsor special events...a carnival, band concert, convention, rodeo, fair, community festival. These are not always scheduled on an annual basis, so they must choose a time to hold these events when there are not too many other things GOING ON IN TOWN that may detract from their anticipated attendance. So they refer to the calendars and schedule their event at a time when it will not be competing with other community activity, thus assuring them a maximum attendance.

### B. YOUR CALENDAR SERVES A VERY USEFUL PURPOSE IN YOUR COMMUNITY

Show a sample calendar to the officers of all the local organizations. Explain that your organization is sponsoring the Community Birthday Calendar (or other calendar program) in your



community, and that you want to print all their regularly scheduled meetings and events on it, at a cost of only 50¢ per listing. (Some sponsors make a flat charge of \$30.00 to list all meetings for an entire year if held WEEKLY...\$20.00 if the meetings are held BI-MONTHLY...\$15.00 if the meetings are held MONTHLY – and make no extra charge for printing the social events.)

Always carry two, or more, ORDER SHEETS with you. Meeting and event listings are written on the back of the ORDER SHEETS, the same as birthdays and anniversaries. You will have opportunities to sell many calendars yourself, so always have extras on hand.

Included in the promotion kit is an up-to-date THREE YEAR CALENDAR and a list of the holidays we currently print at no charge. Ask your Chairperson for this THREE YEAR CALENDAR sheet. You will need this calendar to post the meetings on the correct dates.

Often an organization, especially the high school, will need extra time to determine the dates their athletic events and socials will be held. Make it a point to “pin them down” to a date so that you can get this information quickly. Do NOT permit it to drag out too long. People, as you know, have a habit of “putting things off.”

Some sponsors offer to list the MEETINGS and EVENTS of organizations FREE, if a “certain number” of their members order calendars. If you decide to do this, be sure to leave an ORDER SHEET with each organization so the members will have an idea of the type of calendar you intend to distribute. And this is important – give them as many of your **publicity circulars** as are needed so each member will have one to read and can give the birthdays of his family and the wedding anniversary. YOUR PUBLICITY CIRCULARS SHOULD CONTAIN SUBSCRIPTION COUPONS.

When Calendar sales are made by organizations, in exchange for FREE LISTINGS of their MEETINGS and EVENTS, it is the responsibility of the organization to collect the money from their members, and turn it in to your organization with the SUBSCRIPTION COUPONS. This will simplify the delivery of the Calendars to their members.

### **C. UTILITY LISTINGS**

The power and light company, gas company, water company and telephone company, send bills to their customers monthly. Usually, these bills are payable on the 10th, 15th, 20th or some other set date. Many people forget about these bills and often are charged a PENALTY if they fail to pay on time. Your public service companies don't like to charge penalties any more than people like to pay them. So, contact your UTILITY COMPANIES and sell them on the idea of listing their DUE DATES on your Community Birthday Calendar. Simple listings such as: LIGHT BILLS DUE TODAY, and WATER BILLS DUE TODAY, will remind your calendar customers to make their payments on time and your public service firms will like the idea, too. This is just another example of YOUR community service.

You might even extend this service to include: DOG LICENSE DUE, RETAIL BUSINESS LICENSE DUE, FISHING SEASON OPENS, etc. These events that take place only once a year are usually listed FREE by your organization as a public service.

### **D. DO SOME ADVERTISING YOURSELF**

Christmas, New Years, Fourth of July, Thanksgiving, offers opportunities to your own organization to remind your people that you appreciate their support of your Club and activities. On these dates you might put two line listings such as: MERRY CHRISTMAS TO ALL – (NAME OF YOUR ORGANIZATION) – HAPPY NEW YEAR – (NAME OF YOUR ORGANIZATION), etc.

### **E. WHAT'S GOING ON IN TOWN**

This is important information to everyone in your community, and to a great many people who will be visiting your town during the coming year.

Following is a list of many organizations and groups that exist in most towns. Use this list as a guide so you do not overlook any organizations in your community.

## ORGANIZATIONS AND GROUPS THAT LIKE TO LIST THEIR MEETINGS AND EVENTS ON YOUR CALENDAR PUBLICATION

Lions Club	Amvets	Town Board & Council	Girl Scouts
Kiwanis Club	Sons of Pioneers	Planning Board	M.I.A.
Rotary Club	Daughters of Pioneers	B.P.O. Elks	Bible Class
Exchange Club	Ladies Aid Society	Eagles Lodge	Band Parents
Optimist Club	Relief Society	Moose Lodge	Service Mothers
Jaycees	Humane Society	Modern Woodmen	Hospital Guild
Chamber of Commerce	Business Men's Association	I.O.O.F.	Medical Association
Women's Club	Life Underwriters Association	Rebekah Lodge	Dental Association
Junior Women's Club	Insurance Underwriters	Masonic Lodge	B. & P.W. Club
Bridge Club	Grange	Eastern Star	Key Club
Saddle Club	Farmers Co-op Association	Sons of Norway	Little League Mothers
Sportsmen's Club	Manufacturers Association	High School & College	Little League Games
20-30 Club	Retail Merchants Association	Junior High School	Baseball Games
Mantle Club	Poultry Growers Association	Parent Teachers Association	Football Games
Civitan Club	Turkey Growers Association	Board of Education	Basketball Games
Soroptimist Club	Stockgrowers Association	Teachers Association	Tournament Games
Country Club	Fish and Game Association	Churches and their affiliated groups	Skiers Association
American Legion	Rodeo Association	Boy Scouts	Labor Unions
Veterans of Foreign Wars	Fair Board	Ruritan Club	Volunteer Fire Department
FFA	FCCLA		

P.S. You may have many others not mentioned here.

### F. OBTAINING A SPONSOR FOR EVENT LISTINGS

For bigger profits from this year's calendar campaign, put this tried and proved idea to work for your organization. This is a very simple idea...but it works! Those who have tried it have increased their profits from \$50.00 to \$300.00.

*HERE'S THE IDEA:* Your organization makes contact with a local merchant or professional businessperson to interest them in sponsoring and paying for the MEETINGS, EVENTS, SCHOOL AND CHURCH ACTIVITIES, ATHLETIC EVENTS, etc., which we print at the top of each date throughout the calendar year. Or, you can get two, three or more sponsors to pay for these listings. The best prospects for sponsorship of this idea, in our opinion, are: Banks, Dairies, Mortuaries, Sporting Goods Stores, Department Stores, Oil Distributors, or those professional people, who because of certain ethics of their business, do not ordinarily advertise – the *Doctors, Dentists, Lawyers, etc.*

*HERE'S HOW IT WORKS:* Show one of the calendar samples to the Bank (or other prospects) and point out how the MEETINGS AND EVENTS OF THE VARIOUS ORGANIZATIONS IN TOWN are listed at the top of each date on the calendar sheets. You then explain to the prospective sponsor that all the school, church, civic and fraternal activities and meetings will be printed on their forthcoming calendar publication. You offer the prospect the opportunity to sponsor and pay for these listings, at the rate of 50¢ per listing. Now, in turn for payment of these very important and informative listings, the prospect should receive a credit line on the face of the calendar or should be given a one-space advertisement with copy to read, for example, as follows:

Community Activity Listings Courtesy of CRAIN COMPANY Wilson – Osceola	ALL COMMUNITY ACTIVITY LISTINGS COURTESY OF DR. JAMES BROWN ATTORNEY LEW JONES	School Events Listings Courtesy of JONES DAIRY Lehigh – Wellman
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This type of copy can be printed at a cost of \$6.25 per ad.

Once the prospect agrees to pay for the activities listings, then all that is necessary is to contact the civic, fraternal, school and church groups and get a list of their activities for the calendar year. Explain to them that Crain Company or Jones Dairy or Dr. Brown (this gives the donor that personal word-of-mouth advertising that cannot be purchased at any price) has volunteered to pay for each of these listings, and that through his cooperation your calendar will be the most informative calendar in town.

Let us suppose that through this solicitation, 600 listings are posted to the calendar. At 50¢ each you would take in an additional \$300.00 from one or more ACTIVITY SPONSORS. The cost is 15¢ for printing each of the 600 listings, or \$90.00 plus \$6.25 for printing the copy for the sponsor or sponsors. **THIS MAKES AN INCREASE IN YOUR PROFIT OF \$203.75 ON ONLY 600 ADDITIONAL LISTINGS.** But what is more important is the fact that these listings will make the calendar more popular. More advertisers will be clamoring for space on each year's publication. More people will want to support the annual Community Birthday Calendar drive because this calendar acts as a *clearing house* for all *activities* throughout the year in the community. **WHAT IS EVEN MORE IMPORTANT...THIS ONE IDEA COULD BRING IN THE EXTRA DOLLARS FOR YOUR ORGANIZATION TO HELP MAKE THIS YEAR'S CALENDAR CAMPAIGN THE MOST PROFITABLE ONE EVER!**

## PUBLICITY

Once your organization has settled on the basic aspects of your calendar project, it is important to establish a means by which you will inform the public who will be purchasing your calendars, about your upcoming sale. You will also need to inform the business community about the impending opportunity for advertising. This should be done through a carefully orchestrated series of press releases to all available media, flyers distributed to school groups and service clubs, and purchased advertising. As often as possible, these flyers should contain information that include a phone number or address where either calendars or advertising can be ordered. A purchased ad in the local newspaper should include an order form in the event a household is missed in a door to door canvass.

Following is a more detailed discussion of PUBLICITY, its importance and how it can and should be incorporated into your calendar project. At the end of this section are sample copies of newspaper write-ups and publicity circulars.

### PUBLICITY...A MOTIVATIONAL & INFORMATIONAL TOOL

One of the most important functions of publicity within your calendar campaign is to generate ENTHUSIASM among your members, so that each one of them will extend themselves in order to live up to the publicity.

Use every avenue available in your community to tell the people that your organization is sponsoring the COMMUNITY BIRTHDAY CALENDAR (or other calendar program). Contact local newspaper editors, the local radio stations, neighborhood shopper sheets, even the bulletin board at church, stores, post office and the community center. Keep your organization's name and the COMMUNITY BIRTHDAY CALENDAR (or other calendar program) in the public eye throughout the campaign.

Publicity is salesmanship and the successful sponsor NEVER STOPS SELLING!

Remind the members about your public relations efforts. When they see their organization's name and project on public display, they expend more energy getting orders.

Take a copy of the COMMUNITY BIRTHDAY CALENDAR (OR COMMUNITY EVENTS, SCHOOL EVENTS, ETC.) and order sheet with you. Show them to the editor, station manager, and local business people where you wish to post your notices – tell them what your organization is doing to raise funds, and what you will do with those funds. All this is part of good showmanship as the more people who know about the COMMUNITY BIRTHDAY CALENDAR, the wider is the range of prospects for you and your members.

IN SHORT, THE PUBLICITY CHAIRPERSON/COMMITTEE MEMBERS ARE THE SPARKPLUGS OF YOUR FUND-RAISING PROJECT.

Here are some suggestions to help your promotion:

1. Prepare a handbill (printed or photo copied) to give to your members, explaining the highlights of the GBC CALENDAR project. The handbill may include a subscription coupon to be used by the membership to solicit orders throughout their neighborhoods.

2. Prepare a news media release which should be hand delivered to the newspapers and radio stations. Follow your initial release with progress reports, listing the names of the members heading up the various Calendar Committees. Always review the purpose of the fund-raising project and how the money will be used.

3. Plan with the CALENDAR chairperson to have suitable awards and praise for the leading calendar salesperson. Encourage competition among the members. Post the "sales leaders" regularly and furnish this information to the news media.

4. What your organization is doing IS news and with good publicity, your members will strive to excel in order to live up to the advance promotion work. Compile a wind-up release at the end of the campaign. Again, mention names and the use to which the funds will be budgeted.

5. By giving the news media good information, regularly and after the campaign is over, they will be looking forward to anything about your organization that you wish to publicize. Your succeeding years will be given good coverage, and reporters will be wanting indepth information about your organization. Such interest by the local media will strengthen your organization and enhance its prestige in the community.

SAMPLE COPIES OF NEWSPAPER WRITE-UPS  
AND PUBLICITY CIRCULARS FOLLOW.

# PUBLICITY--

**“AN ADVENTURE IN  
COMMUNITY FRIENDSHIP”**

THE EXAMPLE SHOWN HERE OF A FINE NEWS RELEASE TELLS THE FULL STORY ABOUT YOUR PROJECT ...AND THEN TELLS MORE ABOUT THE SPONSORING ORGANIZATION WHICH IS VERY IMPORTANT IN KEEPING THE NAME OF YOUR GROUP BEFORE THE PUBLIC AND AWARE OF WHAT YOUR GROUP IS DOING FOR THE GOOD OF THE COMMUNITY!!

**Deliver Calendars**  
The Community Birthday Calendars, sponsored by the Asheville Civic Organization have been delivered. Anyone not having received their calendar may contact one of the following persons: Mrs. Katherine Repasky, Mrs. Theora Stanko, Mrs. Ann Hall, Mrs. Ann Kasperek, Mrs. Helen Nalevanko, or Mrs. Lucy Migliore. The committee wishes to thank all the persons who worked on this project as well as the persons who contributed in any way to make the project a success.

...AND  
THEN SAY  
“THANKS!!”  
Like this.....

**MOTIVATION OF YOUR MEMBERSHIP IS  
THE GREATEST VALUE OF PUBLICITY!**

## Community Birthday Calendar To Be Ready

KEYSER – The 2010 Community Birthday Calendar sponsored by the Potomac Valley Chapter of DeMolay will be made available to the public by sales representatives of three local groups, according to David Radcliffe, head of the sponsoring youth organization.

The Crusaders 4-H Club, eighth grade Piedmont Middle School and the DeMolay will see the birthday and anniversary listing as a fundraising project of the various youth-related activities in which these groups engage.

The theme is “birthdays” and a “family plan” with six birthdays and a calendar will sell for \$10.00. Individual names will sell for 50 cents each. Single calendars will sell for \$3.00 each.

The calendar is supported by merchants in the area who include Markwood Funeral Home, Wolf Furniture Company, The First National Bank of Piedmont, Chamber of Commerce, The Village Restaurant, B&W Grocery, Skip’s Honda, George’s Amoco, Shapiro’s Stores, Keyser Decorating Center, B.J. Enter-

prises, Boggs Supply, H&R Block Co., People’s Pharmacy, West End Grocery, Simpson Auto Supply, Country Gardens, Hamburger Haven, Farley’s Foodland, Western Auto, Mineral Lanes, Keyser IGA, Perky Health Spa, Rotruck Funeral Home, Falk Brothers Scrap Yard, Keyser Texaco, Samson Restaurant, The F&M Bank, Urice Supply, Village Card Shop, Morgan’s Auto Parts, Faulk Brothers Gulf Station, The National Bank, Kaplon’s Mens Shop, Lane TV & Appliance Center, Water Street Grocery, Weese’s Appliances and Furniture, CMA Cable TV, and Leading Florist.

The Community Birthday Calendar has been available to area residents for the past 12 years and list anniversaries or birthdays of nearly 2,300 people each year, along with dates of club meetings of local, social, or fraternal groups.

Sales will close September 25. Interested persons who wish to have a birthday date listed and are not contacted by a member of the sales groups, may call 788-2455 for necessary arrangements.

“...whether it is the FIRST YEAR...  
or the 30th YEAR...the successful  
sponsor NEVER STOPS SELLING!!”

The following order form is useful in a mailing campaign, on a handbill, or when used in conjunction with your news release.

CALENDAR & SIX LISTINGS: \$10.00  
ADDITIONAL LISTINGS: 50¢ EACH

Give to any DeMOLAY MEMBER, or mail to:  
KEYSER DeMOLAY, BOX L, KEYSER, WV

	Birthday Month	Day
Subscriber’s Name .....	.....	.....
Wife or Husband’s Name .....	.....	.....
Address.....	.....	.....
Wedding Anniversary .....	.....	.....
Children’s Names.....	.....	.....
.....	.....	.....
.....	.....	.....



Example of a flyer handed out by a fire department to publicize the distribution of their Fire Safety Calendars. The flyer was delivered with the calendars. This department hand-delivered a free calendar to every home in their protection area. Enough money was raised from the advertising to pay production costs and make a profit for the department.

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## Allen Volunteer Fire Department

**FIRE SAFETY FACT**  
*Check your smoke detector  
to see if it's working  
properly.*



presents their

### *Fire Prevention Calendar*

**FIRE SAFETY FACT**  
*In a smoke-filled room,  
stay low to the floor and  
crawl to safety.*



Dear Resident:

The Allen Volunteer Fire Department would like to give you our Fire Prevention Calendar. We will deliver a calendar to every home and business in the Allen Fire District. October is Fire Prevention Month and we would like everyone to think fire safety and check your smoke detectors.

During the current school year, the Allen Fire Department implemented a Fire Prevention Program for pre-schoolers through fourth grade. This program was taught by the children's school teachers. The Fire Department helps with fire drills, sponsoring a poster contest for third graders, and distributing coloring books to kindergarten through fourth grade students during Fire Prevention Week in October.

With the money raised from the calendar, we will buy support materials for the Fire Prevention Program in our schools and community.

Please support the businesses on our calendar as they are the ones who make this all possible. We thank them for their support of a worthy cause. Help make Allen fire safe!

In addition, we offer you a chance to include personal birthdays and anniversaries on our calendar. If you would like your name or your child's name printed on the calendar, the cost is \$2.00 per line. Please fill out the form on the reverse side and return it to the fire station by July 15.

Sincerely,

Members of the Allen Fire Department



ANOTHER ATTRACTIVE CIRCULAR USED SUCCESSFULLY BY ONE OF OUR SPONSORS BEFORE LAUNCHING THEIR FORTIETH YEAR \$12.00 PER FAMILY PLAN COMMUNITY BIRTHDAY CALENDAR PROGRAM

# AGAIN FOR YOU – OUR 40th ANNUAL ISSUE

## THE



**SPONSORED BY THE LONGPORT KIWANIS**  
*to Make a Friendly Community More Friendly*

**IT'S GOING TO BE BETTER THAN EVER**

### KNOW WHAT'S HAPPENING

**SCHOOL DATES?**

**WHO MEETS?**

The meetings and social functions of all our local organizations will be printed on the dates they will be held. Special school, church and community events will be listed on the calendar.

**WHOSE BIRTHDAY – ANNIVERSARY?**  
**– AND A LOT OF FUN FOR EVERYONE**

## PROFITABLE!

The quick-reference directory advertising format makes our calendar a very desirable and valuable asset for everyone in the community.

THIS WEEK END (MAY 17, 18 AND 19) A MEMBER OF THE LONGPORT KIWANIS WILL CALL FOR YOUR LISTING: OR CONTACT JAMES ARCHER, 337-1160 OR HARRY YOUNGER, 377-2165, AND WE WILL CALL FOR YOUR LISTING.

CALENDAR & SIX LISTINGS: \$12.00  
ADDITIONAL LISTINGS: 50¢ EACH

	Birthday Month	Day
Subscriber's Name .....	.....	.....
Wife or Husband's Name .....	.....	.....
Address .....	.....	.....
Wedding Anniversary .....	.....	.....
Children's Names .....	.....	.....
.....	.....	.....
.....	.....	.....

Please indicate if any of the above are in the Military Service or In Memory

# **GOOD NEWS TRAVELS FAST – MAKE YOUR COMMUNITY BIRTHDAY CALENDAR PROGRAM BIG NEWS**

## **USE NEWSPAPER PUBLICITY**

### **SAMPLE COPY OF NEWSPAPER EDITORIAL**

#### **LIONS COMMUNITY BIRTHDAY CALENDAR TO BE PUBLISHED SOON**

“The big city does have some advantages, but there’s nothing as friendly and comforting as living right where we are,” Joe Jones, Lions Club Chairman of the Birthday Calendar said.

“Just about everybody in Jamestown knows that today is the birthday of Mrs. Donald Harvard. It is public knowledge that tomorrow Shirley and Richard Booth celebrate their birthdays, and that on Saturday, Mr. and Mrs. Robert Moore will celebrate their wedding anniversary.

In a community the size of Jamestown, nobody outside the immediate circle of relatives and close friends would know or care about such important dates in the lives of neighbors.

The Lions Club of Jamestown can be credited with helping neighbors know more about neighbors. The Club has sponsored the publication of the Community Birthday Calendar for the past ten years.

The calendar lists the birthdays and anniversaries of more than 2500 individuals and couples living in our area. As part of celebrating a successful conclusion of each campaign, the Lions invite all couples, married 50 years or more, to a ‘night out’ with the Lions. This has become a much looked to social event each year.

The Community Birthday Calendar certainly helps make our friendly community even more friendly. A number of merchants and professional people from Jamestown and the surrounding area have directory listings on the calendar. The quick-reference format makes the calendar a very desirable and valuable asset for everyone in the community.

The calendars are sold at cost and the proceeds from the advertising and sale of listings go to the club’s many charitable outlets and results in civic betterment all over. In this manner a major portion of all monies taken in is sooner or later channeled back into our community to make this a more friendly and comfortable place in which to live.

There are ten birthdays listed for this coming Sunday and once you get into the habit of watching the calendar day by day, you’ll find yourself sending that ‘extra’ birthday card or making a surprise phone call to a neighbor to wish him or her well on their special holiday.

If you are not contacted and wish to have your birthday and anniversary listed on the Jamestown Community Birthday Calendar, call Mr. Lou Gritten, 322-7727. Or, any Jamestown Lion can be of service to you.

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Quite often a business manager must receive permission to advertise from a corporate office or advertising agency. Create a flyer like this one to leave with businesses when you contact them to purchase an ad on your calendar.

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## AN ADVERTISING OPPORTUNITY FOR YOU

The St. Croix Valley Lions Club is sponsoring a Community Events Calendar for the communities of Lakeland, Afton, and the surrounding area. Our plans are to mail a calendar to approximately 2000 postal patrons in these communities. We will print all community events on the calendar to make it a valuable reference tool for all residents of the valley. The calendars will be a pictorial calendar printed by the Gordon Bernard Company, a national calendar publishing company who printed 2½ million calendars across the country last year. The calendar will feature a different photograph each month.

We are giving businesses within the St. Croix Valley an opportunity to advertise on this calendar at the very low rate of only \$.10 per calendar or \$200.00 for a 1¼" x 1¾" display ad. The ads can include six to eight lines of copy as well as your logo. Logos will be assessed a one-time \$15.00 plate charge. There is room for only 36 display ads.

### AND THERE'S MORE

**\*Date Ads** We are also offering advertising space on the calendar sheets in the empty squares or on the actual dates. These will be limited to five (5) lines with 28 characters and spaces each with a charge of \$25.00 per ad. They will be set in standard type without the logo option. This is a great way to offer seasonal coupons, Christmas specials, or advertise special sales.

**\*Photograph Sponsor** We need a business who would be interested in sponsoring the beautiful, first generation color photograph. Our cost is \$460.00. The sponsor will receive a byline under the photo crediting its sponsorship.

**\*Events Sponsor** We need a business who would be interested in sponsoring the charge for listing the community events on the calendar. Our cost will be approximately \$150. The sponsor will receive a byline recognizing its sponsorship.

**\*Piggyback Service** We will include a single sheet of coupons in our mailing envelope which you supply for \$.05 per home or \$100.00. This service will be offered only after all ads have been sold.

# ADDITIONAL FEATURES USED ON GORDON BERNARD COMPANY CALENDARS!

First of all, in your Promotion Kit, you will find our **SAMPLE ALL-FEATURES CALENDAR** which displays many of our traditional calendar features as well as some **NEW** and **EXCITING** features you may want to incorporate into your calendar project. **BE SURE** to look over this special calendar! Pricing for many of these items can be found on Page 19-21 of the Order Booklet.

1. **FIRE PREVENTION CALENDAR.** Each calendar sheet has a different fire prevention fact and illustration printed on it. A great feature not only for fire departments, but for any organization wishing to add to the value and appeal of their calendar publication. Fire safety facts can be printed on every day. A daylight savings time reminder illustration to change your clock, and smoke detector batteries, appears on the months of November and March.

2. **BLACK HERITAGE PAD.** Each day has a different significant event in Black history printed on it.

3. **OVERPRINT ON CALENDAR SHEET.** A logo, emblem or brief message can be “screened” (printed very lightly) over a calendar sheet.

4. **SCREENING BEHIND A DAY OR WEEK.** Highlight a significant day or week by having a light “screen” printed behind it.

5. **PRINTING ON THE INSIDE BACK COVER.** All the area normally occupied by the “telephone numbers frequently called”, “flowers & birthstones”, etc., is available for special printing requirements (membership rosters, city maps, school floor plans, club histories, additional coupon ads, etc).

6. **CELEBRITY PAD.** Have well-known celebrities birthdays printed on every day.

7. **LINE ART PICTURE IN COLOR INK.** If you are using a line art drawing as your picture subject, this can be printed in a color ink other than black.

8. **MUSICAL NOTES.** Musical notes can be printed in the bottom row (normally occupied by advertising copy) of ads on the calendar. A great feature for music groups who don't wish to place advertising copy in this area.

9. **NAMES UNDER THE PICTURE SUBJECT.** Names can be printed below the picture subject...a great feature for group photos, etc.

**FOR FURTHER INFORMATION ON THE ITEMS MENTIONED ABOVE, PLEASE CONTACT YOUR LOCAL GORDON BERNARD CO. REPRESENTATIVE! See back of Order Booklet for your Local Representative's name and phone number.**



Gordon Bernard Company has been printing calendars for fundraising since 1949. Our most popular product, the Community Birthday Calendar®, is used by thousands of groups nationwide. In fact, we are the oldest nationwide fundraising company. This past year, we had 475 groups that have been with us 50 years or more!

**Visit us online for information on other great fundraising products from Gordon Bernard Company.**

[www.gordonbernard.com](http://www.gordonbernard.com)



Community Birthday Calendar® • Fire Safety Calendar  
School Activities Calendar • Pictorial Calendar • Pocket Planners  
School Handbooks • Assignment Keepers