



Sports Information Media

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Instructions for the Calendar Fundraising Kit

Congratulations! You have just purchased an instant source of revenue for your team. Everything you need to complete this fundraiser is included with your kit, just follow the instructions below!

- Items Included in this kit:**
- Donation sheets (100) with ten calendar numbers per sheet
 - Calendars (1000) with unique three-digit numbers
 - Instructions

Step #1 Your first step is to determine how many people will be asking for donations for the calendars. There are 1000 calendars to be distributed, and each donation sheet has ten calendar numbers on it. Divide 1000 by the number of representatives, and round up to an increment of 10. For example, if you have 20 team members, then each would be assigned 50 calendars (1000/20) and each would have 5 donation sheets (10 calendars per sheet) with numbers corresponding to the calendars they are distributing. The first person, for example, would be assigned calendars numbered from #000 to #049 and would also be given the first five donation sheets with numbers beginning with #000 and ending with #049. It is best to allow representatives at least one month to collect donations and hand out calendars.

Step #2 Explain to your representatives that the chances for winning are based on the 3-digit Daily Number Lottery in your state. Each day a number is drawn, and if that number calendar has been acquired, then the person who received it after making a donation will be a winner, and the payout amount is the dollar amount shown on the calendar for that day. If, for example, a person named Bob Jones purchased calendar #123 from one of your players, and on February 4 the Daily Number drawn in your state is #123, then Bob Jones wins the amount appearing on his calendar for that day. Typically, calendars are configured with weekdays paying out \$40, Saturdays paying out \$100, and Sundays paying out \$150. If calendar #123 was never acquired, then there is no payout for that number.

Step #3 When you ordered your kit, you specified the months that the contest would be active. You will need to have your representatives collect all donations prior to the first day of the contest. All money should be collected at the time of the donation, and each representative should turn in all money, donation sheets, and remaining calendars prior to the start of the contest. Be firm about this point with your representatives, and schedule a meeting to collect all these items prior to the start of the contest. Each calendar raises \$20.00, which should be considered a donation to your team or organization, and the contest is for recreation only. When the calendars and donation sheets are handed out to your representatives, make each person write his or her name at the top of each one of their donation sheets, and also write in the name that checks should be made out to, also at the top of each donation sheet. Emphasize to the representatives that each donation needs to include complete and legible information on the person acquiring the calendar, and that they must collect the money at the time of donation. The key selling point is the number of chances to win printed on the calendar.

Step #4 Assign an administrator for the fundraiser, if you will not be doing it yourself. Avoid having the representatives do this. The administrator should be a coach or team manager, someone trustworthy and organized. Winnings can be paid by cash or check, and sent directly to the addresses on the donation sheets. Use caution when sending cash by mail. Once a week, have your administrator compile the Daily Numbers chosen for the week (often published in Sunday papers, or posted where lottery tickets are sold), and compare the Daily Numbers drawn for the week with the calendars acquired. If all 1000 calendars were acquired, you will

have a winning number each day, because all possible numbers have been distributed. If all the calendars are not distributed, there will be days without winners.

Step #5 The administrator should send winning payouts by mail on a weekly basis. Letting the work build up will create a large task eventually, and the winners like to receive their prizes on a timely basis. Many administrators will also include a short thank-you note with the payout, which helps promote return business the next time a fundraiser comes around. At the end of the contest, winnings paid out can be totaled and subtracted from total dollars from donations for a net profit for the fundraiser. To assist you in your planning, we have included a table below which shows your expected profit based on how many months your contest lasts, and how many calendars are acquired. Due to the luck of the draw, your actual profit may vary slightly, but we have found the numbers in the table to be an accurate predictor.

Money Back Guarantee: Allegheny Publishing Company offers a money back guarantee on your Calendar Fundraising Kit. We are so sure that you will find this to be a profitable fundraiser for your team or organization that we will refund the money that you paid for the kit in full if you do not make a profit, based on the following conditions, and on a \$20 calendar donation:

- If your contest period is two months, and you get donations for at least 200 Calendars.
- If your contest period is three months, and you get donations for at least 300 Calendars.
- If your contest period is four months, and you get donations for at least 400 Calendars.

Based on the guidelines above, if you do not make a profit with this fundraiser, call us for a full refund.

Table of Estimated Winnings: In looking at the table below, it may seem doing a two month contest is more profitable, and it is. But keep in mind that taking donations for a calendar with only two month's worth of chances (about 60 chances) for \$20 is more difficult than taking donations for a calendar with four month's worth of chances (about 120 chances) for the same \$20. You will have to balance the chance for more profits with the difficulty of getting donations for your representatives.

Your estimated profit dollars are shown below in Red:

Number of calendars acquired	200	300	400	500	600	700	800	900	1000
2 month calendar	\$3248	\$4872	\$6496	\$8120	\$9744	\$11368	\$12992	\$14616	\$16240
3 month calendar		\$4308	\$5744	\$7180	\$8616	\$10052	\$11488	\$12924	\$14360
4 month calendar			\$4992	\$6240	\$7488	\$8736	\$9984	\$11232	\$12480

Questions? We have tried to explain how to use and administer your fundraiser using this kit. If you still have questions, please call us at 1-800-733-0543 and a member of our sales staff can help you. Enjoy your profits, and good luck!

Piedra Vista

High School Panthers

Softball Booster Club



52 Chances to Win !!!

\$20.00 Donation Thank You !

March 1, 2007 - April 30, 2007

MARCH 2007							APRIL 2007						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3		2	3	4	5	6	7
				\$50	\$50	\$200		\$50	\$50	\$50	\$50	\$50	\$200
4	5	6	7	8	9	10	8	9	10	11	12	13	14
	\$50	\$50	\$50	\$50	\$50	\$200		\$50	\$50	\$50	\$50	\$50	\$200
11	12	13	14	15	16	17	15	16	17	18	19	20	21
	\$50	\$50	\$50	\$50	\$50	\$200		\$50	\$50	\$50	\$50	\$50	\$200
18	19	20	21	22	23	24	22	23	24	25	26	27	28
	\$50	\$50	\$50	\$50	\$50	\$200		\$50	\$50	\$50	\$50	\$50	\$200
25	26	27	28	29	30	31	29	30					
	\$50	\$50	\$50	\$50	\$50	\$200		\$50					

One \$20 donation gets you 52 chances to win!

Prizes range from \$50 to \$200

Rules

(1) Winning numbers are determined by the three "3" numbers of the **New Mexico** State Evening Lottery as matched to the number appearing at the top of each calendar. Each calendar acquired will have a unique 3-digit number. (2) All cash winnings will be determined by the amount of money indicated on each day of this calendar. (3) All numbers are played straight as drawn. (4) All winners will be paid in a timely fashion. (5) The State of **New Mexico** may have bonus days. On those days the first three "3" digit numbers, corresponding to the "Evening Number" drawn will be honored. There is no Sunday drawing in **New Mexico**. (6) The organization will determine each winner from the numbered information sheet completed with the acquisition of this calendar. (7) Each information sheet must be filled out accurately at the time of donation, and winnings will be administered by an authorized representative of the organization. This fundraising project is in no way related with the lottery of any state. Donations are made and random prizes are selected using an impartial random number generator. Copyright© Sports Information Media, 2006. All Rights Reserved. www.sportsinfomedia.com

Nahant Little League Baseball Fundraiser



Your Lucky
Number is

61 Chances
to Win !!!

May 1, 2007 through June 30, 2007

Thank you for your support!

MAY 2007							JUNE 2007						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 \$40	2 \$40	3 \$40	4 \$40	5 \$100						1 \$40	2 \$100
6 \$150	7 \$40	8 \$40	9 \$40	10 \$40	11 \$40	12 \$100	3 \$150	4 \$40	5 \$40	6 \$40	7 \$40	8 \$40	9 \$100
13 \$150	14 \$40	15 \$40	16 \$40	17 \$40	18 \$40	19 \$100	10 \$150	11 \$40	12 \$40	13 \$40	14 \$40	15 \$40	16 \$100
20 \$150	21 \$40	22 \$40	23 \$40	24 \$40	25 \$40	26 \$100	17 \$150	18 \$40	19 \$40	20 \$40	21 \$40	22 \$40	23 \$100
27 \$150	28 \$40	29 \$40	30 \$40	31 \$40			24 \$150	25 \$40	26 \$40	27 \$40	28 \$40	29 \$40	30 \$100

\$20.00 Contribution
Thank You !

**More than \$3,800.00 in
cash prizes possible!**

Rules

(1) Winning numbers are determined by the first three "3" digits of the Massachusetts "Pick 4" Daily Numbers as matched to the number appearing at the top of each calendar. Each calendar acquired will have a unique 3-digit number. (2) All cash winnings will be determined by the amount of money indicated on each day of this calendar. (3) All numbers are played straight as drawn. (4) All winners will be paid in a timely fashion. (5) The Commonwealth of Massachusetts may have bonus days. On those days the first three "3" digits of the "Pick 4" Daily Numbers drawn will be honored. (6) The organization will determine each winner from the numbered information sheet completed with the acquisition of this calendar. (7) Each information sheet must be filled out accurately at the time of donation, and winnings will be administered by an authorized representative of the organization. This fundraising project is in no way related with the lottery of any state, and nothing has been bought or sold. Donations are made and random prizes are selected using an impartial random number generator. Copyright© Sports Information Media, 2006. All Rights Reserved. www.sportsinfomedia.com

The Calendar Fundraising Kit

We all have to do it! But let's face it, fundraising is a real chore. From car washes, to canning, to auctions to raffles, it's all time consuming and unpredictable.

We believe we've come up with an ideal solution to address your fundraising needs

A FUNDRAISER BASED ON A RANDOMLY SELECTED THREE DIGIT NUMBER

Conducting a lottery based on a randomly selected three digit daily number is one of the most efficient and profitable fundraisers your team can conduct. There are variations on this type of fundraiser, but coaches and booster clubs who have done it for years swear by it. Rather than raising a few hundred dollars a pop for selling candy or other novelties, this fundraiser provides a realistic opportunity for thousands in profits, well over \$15,000 in some cases.



What this kit provides is all the materials you will need to run a successful fundraiser. It includes the following:

- 1000 calendar sheets, each with a unique three digit number and customized with your team's name and sport, as well as the months that you choose to run the fundraiser.
- 100 sales sheets, also numbered, to record the sales of each calendar.
- Complete, easy-to-follow instructions for conducting the fundraiser and a scale of projected profits. In ten minutes, you can start your fundraiser.

Allow approximately 4 weeks minimum to sell the calendars.

The calendar sheets are sold in advance. Anyone willing to buy a lottery ticket for one dollar is usually willing to buy 60 to 120 chances to win for a twenty dollar donation. Winners are chosen daily by the daily number drawn in your home state. The two month contest is over quicker and offers slightly higher profits, while the four month contest offers more chances to win and is easier to sell. This fundraiser has been used for years and is completely legal, and we offer a full money-back guarantee if you do not make profits based on minimal sales numbers!

There are 1,000 total possible calendars to sell. The table below shows what your potential profits could be based upon various sales levels:

# Sold	<u>200</u>	<u>300</u>	<u>400</u>	<u>600</u>	<u>800</u>	<u>1000</u>
2 Month Calendar	\$3,248	\$4,872	\$6,496	\$9,744	\$12,992	\$16,240
3 Month Calendar		\$4,308	\$5,744	\$8,616	\$11,488	\$14,360
4 Month Calendar			\$4,992	\$7,488	\$9,984	\$12,480

Click on the logo below to learn more about our Fundraising kit at our online store or call our toll free number (800) 733 – 0543