

BRICK & STONE

G R A P H I C S

www.brickstonegraphics.com

FUNDRAISING PLANNER

Brick & Stone Graphics offers an innovative fundraising concept and a simple plan to help your organization get the campaign started. This program offers several options, and the choices made by your planning committee will help us customize the campaign to your specific needs. This planner (pages 2-4) provides information to help with these decisions. Please read the "Campaign Coordinator Guidelines" (page 5) before completing this form. Upon completion of the planner, mail or fax it to us. Upon receipt we will open your account and start work on your sample board and order forms. Note that in your packet there is a sample brick order form, and on the other side of that page a sample order form for the larger bricks/tiles. The same format will be used on your custom order form. You can design your own order form if you like, but please submit a copy to us in advance so that we can make sure that it follows our guidelines.

- The bricks/tiles will be installed: _____indoors _____outdoors
- The bricks/tiles will be installed: _____over an existing wall
_____on an in-ground walkway/patio
_____on a walkway over existing concrete sidewalk/patio

There are two types of bricks available – thin or thick. The word "tile" is used to describe anything larger than a 4x8 brick. Available colors of bricks and tiles can be viewed on our website.

Thin Brick: 4"x8" - There are several colors available, and the range of colors should coordinate with most architectures. Stock colors are: Colony Red, Medium Iron Spot-77, Medium Iron Spot-46, and Coppertone. Thin bricks can be installed on an existing wall or over existing concrete sidewalks. Coordinating (cream color) 6"x12", 8"x8", 12"x12", 12"x24", and 24"x24" tiles are available. (See Installation Tips, page 7.)

Thick Brick: 4" x 8" - Stock colors include River Red, Pewter and Terra Cotta, and all offer a choice of larger bricks/tiles in 6"x12", 8"x8", 12"x12", 12"x24", and 24"x24". These are the same color and thickness as the 4"x8" bricks. (See Installation Tips, page 7.)

The price of thin and thick bricks is the same.

If your group already has bricks, please provide samples so we can verify that they are suitable for engraving. The engraving price is the same whether we use your bricks or ours.

- Our brick choice is: _____thin bricks _____thick bricks
- Our color choice is (refer to the above list): _____

Your organization must decide how much to charge for each brick or tile. Refer to our updated Price Sheet (effective 10/18/05, page 8) for the most current price information. The price you decide on should include the cost of installation, shipping, and miscellaneous expenses (printing of order forms, postage, etc.). In addition, be sure to consider whether your group will want to purchase any blank bricks or tiles, as that will affect the total cost. To determine the installation cost, call and request a quote form the company or individual that will be responsible for that task.

** We will need this form completed each time the contact person (Campaign Coordinator) changes. Additional copies can be downloaded from our website.

- We will sell our bricks for: \$_____ each
- We will sell our bricks/tiles (if applicable) for:
 - \$_____ each (6"x12")
 - \$_____ each (8"x8")
 - \$_____ each (12"x12")
 - \$_____ each (12"x24")
 - \$_____ each (24"x24")

A sheet of available logos is enclosed. If your group would like to use a different logo, please provide it in black and white, camera-ready form. Fax or send logos in for approval to determine whether custom design charges may apply @ \$25.00 per hour. On 4"x8" bricks, logos must be designed with few details due to the size of the brick.

Your organization may choose to offer signature tiles. Available sizes are 12"x12", 12"x24", and 24"x24". The 12"x24" and 24"x24" tiles are made by placing the appropriate number of 12"x12" tiles together and not grouting between them. When submitting copy for signature tiles, use a separate piece of paper for each person. Do not lift the marker when writing each name. Each person can sign his/her name several times, and we will use the best one. Approximately 15 names will fit on a 12"x12" signature tile, approximately 30 names on a 12"x24", and approximately 60 names on a 24"x24".

The name of the group sponsoring this campaign: _____

Checks should be made payable to: _____

The contact person who will work with Brick & Stone Graphics and receive orders from your clients:

Name: _____

Correspondence Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax (if available): _____

E-mail Address: _____

Shipping Address: _____
(Must be a street address, not a post office box.)

City: _____ State: _____ Zip: _____

Installation Address: _____

City: _____ State: _____ Zip: _____

We would prefer to receive proof copies by mail @ _____
_____ or by fax (inc. number) _____

We would prefer to receive our order form by mail @ _____
_____ or by fax (inc. number) _____

We will create our own order form.

It is now time to prepare your order form and sample board. We will personalize these bricks for your organization. List two names, one with a logo and one without (if applicable) to be engraved on the sample bricks. It is best to select names of individuals that your clients will recognize.

Note that there are 13 horizontal spaces available on a brick with a logo and 16 spaces available when no logo is used. All punctuation marks and spaces between words count as spaces.

Please engrave the sample bricks as follows:

1.

 (13 spaces) Logo _____

2.

 (16 spaces)
No Logo

Your organization is now ready to begin the sales campaign. Most schools conduct two campaigns each year, fall and spring. Churches and other organizations usually run the campaigns for 3-6 months and repeat annually.

- We need our sample bricks by: _____
- Our campaign will begin on: _____
- First installation is set for approximately: _____

A printed copy (proofs) of the brick/tile designs will be forwarded to your organization for approval. As soon as the proofs are received, make necessary corrections and initial each page to indicate your approval. **Production will not begin on your order until we receive initialed, approved proofs.** Approved proofs may be returned by fax or mail. To ensure timely production, proofs should be returned within 2 weeks.

Before sending in, separate orders by logo (football, drill team, no logo, etc.), check for legibility, and number each order. Do not duplicate numbers. These numbers will be marked on the back of each brick/tile after engraving. Most orders take 3-5 weeks. Send us original order forms and make copies for the contact person in case there are questions.

When mailing orders, include a 50% deposit (based on the number of bricks ordered). Balance and any additional amounts due will be billed after the order is shipped. If your organization is tax exempt, submit a copy of your Certificate of Exemption with this planner.

Please initial below to indicate that you received and read:

- _____ Campaign Coordinator Guidelines (pg. 5) _____ Ordering Instructions (pg. 6)
- How did you hear about our engraved brick program? _____

Keep the information packet so that you can refer to “*Ordering Instructions*” (pg. 6) when you are ready to submit your orders.

Congratulations! Brick & Stone Graphics can now begin designing your campaign. A master copy of your custom order forms (for you to use to make copies) and sample board will be ready in a few days and can be shipped to you or picked up at our office. We hope that this is the most successful fundraiser your group has ever sponsored! Please call if you have questions.