

FUNDRAISING CALENDARS

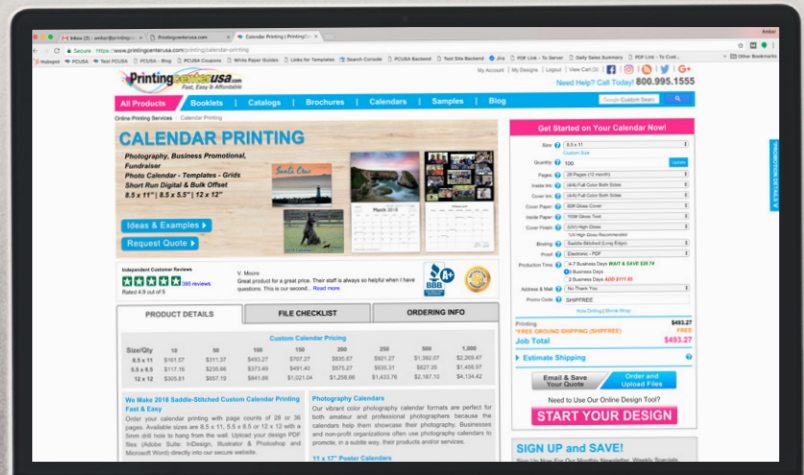
DONATE

TELL YOUR STORY WITH
A PHOTO CALENDAR



Printingcenterusa.com
Fast, Easy & Affordable

HOW TO CREATE A FUNDRAISING CALENDAR



FROM DESKTOP
TO DOORSTEP IN
AS QUICK AS 4 TO
7 DAYS!

PRICING OPTIONS

On any of our product pages we have an instant pricing tool where you can find out how much your order will be! We specialize in printing quantities of 10 to 2,000.

INSTANT PRICING

SIZE OPTIONS

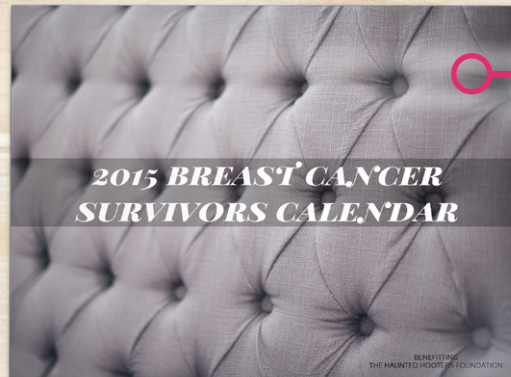
Available sizes are 8½ x 11, 5½ x 8½, 12 x 12 with a 5mm drill hole to hang from the wall. We offer page counts of 28 (12 months) or 36 pages (16 months). Saddle-stitch binding is our most popular. However, spiral & wire-o binding are also available.

CALENDAR PRINTING



At PrintingCenterUSA, our purpose is to give you ideas on how to create a fundraising calendar and help your school or non-profit organization raise money and support your activities.

Many organizations have had great success in obtaining sponsors to support the upfront cost of printing their calendars before they go to press. Having upfront sponsors also adds extra profits from calendar sales, thus enabling your school or organization to focus on designing and selling your fundraising calendar.



"There are many organizations that are working on a cure, but we want to make an impact in our community now."

[READ THE CASE STUDY](#)

The majority of these ideas and information for fundraising calendars can be applied to Non-Profits, Educational Institutions, Schools, PTA, Community Organizations, Sports Teams, Humane Societies, Animal Organizations (Rescue Shelters, Adopted Pets, Dog Clubs) Religious or Church Organizations, Fire Departments, Police Departments and other fundraising activities.

PAPER OPTIONS

Our professional quality calendars are printed in vivid full-color on 80# gloss or matte text or add 100# gloss or matte cover paper which can be either Aqueous or UV coated to give that luxurious high gloss finish!

[ORDER NOW](#)



DESIGN OPTIONS

1

ALREADY HAVE YOUR FILES READY?

If You Have Your Calendar Print Ready PDF Files (Photoshop, InDesign, Illustrator) → get a price → order → upload.

[CLICK HERE](#)



2

DON'T HAVE A DESIGN PROGRAM?

Our online photo calendar maker may be just what you are looking for. Just upload your images, drag and drop and we'll make it pop.

[CLICK HERE](#)

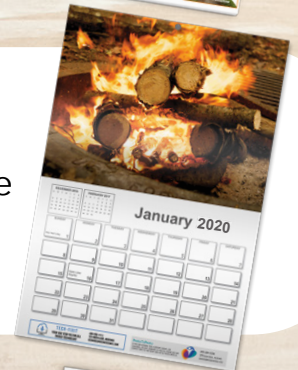


3

NOT SURE WHERE TO START?

Utilize our free downloadable templates and layout guides to give you a start using your Adobe design software.

[CLICK HERE](#)



4

NEED PROFESSIONAL HELP?

We have organized a team of professional graphic designers to help our customers with their design needs.

[CLICK HERE](#)



FREE DESIGN TEMPLATES

BENEFITS OF USING PREDESIGNED TEMPLATES

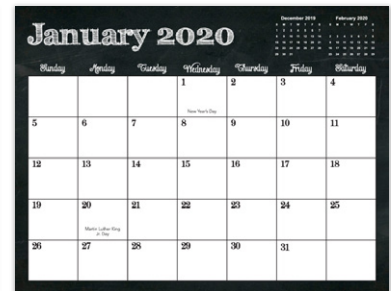
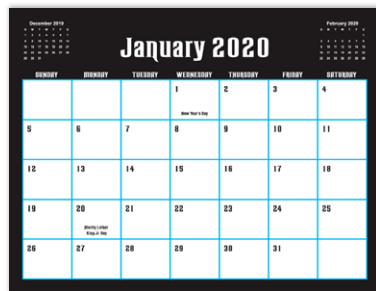
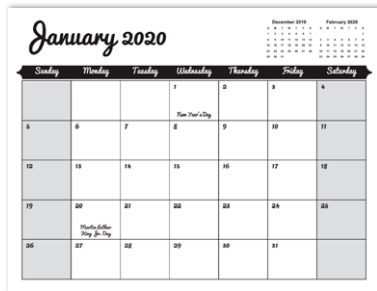
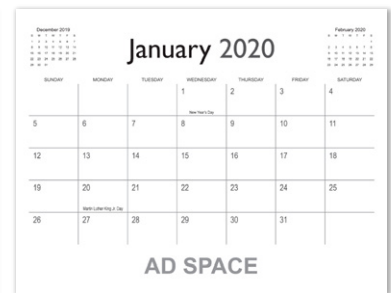
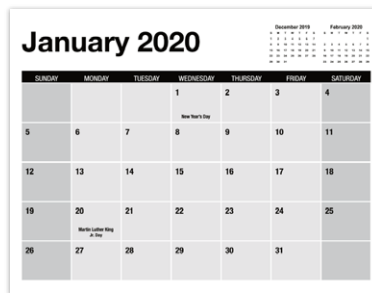
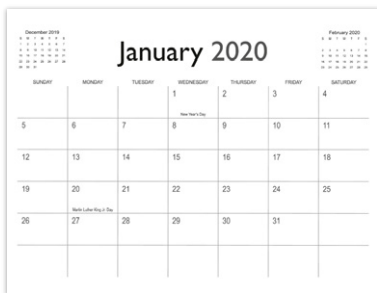
Using a predesigned template is great because the pages are already laid out so you can easily drag and drop photos and/or add text to your design.

The best thing about the predesigned templates is that they give you a quick starting point for your project but you aren't stuck with the initial layout. You can edit the layout however you'd like; by changing colors and fonts! This will ensure you get exactly what you want.

8

FREE TEMPLATES

[CLICK HERE](#)



[FREE CALENDAR TEMPLATES](#)

CASE STUDY

Scott Stover was the photographer and designer of the Bedford Soccer Club fundraising calendars. Scott researched printing companies online and liked our prices and quick turnaround time. Scott was very pleased with the final outcome.

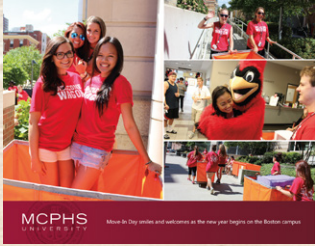


[CLICK HERE TO READ THE FULL CASE STUDY](#)

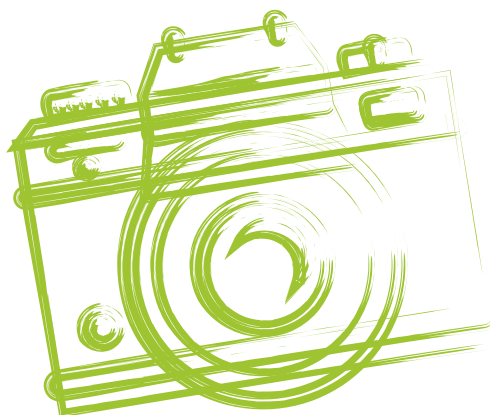
CALENDAR PHOTO IDEAS

You and your fellow calendar developers can take current digital pictures, gather new digital pictures and/or have fellow students, associates, etc. collect images that will enhance your calendar.

CREATE A THEME WITH PICTURES



- Showcase a picture or collage of photos on the cover of your fundraiser calendar best describing your subjects.
- **Students in campus settings.**
- Put a picture or collage of photos on the top of each month. For example, September could say, "Welcome Back to School" and showcase the football team or theme of your calendar.
- **People in funny situations or wearing funny clothes.**
- Places or things that relate to your cause or organization.
- Add events or things going on during the month.
- Pictures from previous years' events.
- **Pictures of peoples' favorite animals.**
- Points of interest, such as people, landmarks, etc. from your school, organization, community, sports team, etc.
- Liven up the month with funny sayings to go with the picture.
- **School sports programs and other school events, band, cheerleader, DECA, whatever you feel is necessary for students, teachers, parents, your non-profit and the community during the year.**
- Put reminders in this years' calendar for people to submit pictures for next years' calendar contest.



CALENDAR PHOTOS

You will need 300 dpi pictures. A good resolution for printing photos is 300 dpi (dots per inch). Anything below will print pixelated. Most images displayed on a monitor have a resolution of 72 dpi and 96 dpi, which means it may look great on your screen but will not look great when printed.



300 dpi

72 dpi

INSTANT PRICING

COPY IDEAS

List your school, non-profit organization and local community events for the year on your fundraising calendar.

ON THE INSIDE FRONT COVER OR INSIDE OR BACK COVER YOU CAN:



- Tell a story or promote what you are doing and what the funds will be used for.
- School or Non-Profit philosophy
- Mission Statement of school or organization.
- Student Learning Expectations
- Facts and Figures
- Notes page

The 2020 Triad Alliance Storm Hockey Team's calendar demonstrates various hockey penalties throughout. This gives viewers a fun and visual explanation of penalties as well providing the rules of the game. The calendars also includes various advertisements from sponsors.

[READ THE CASE STUDY](#)

2020 FEBRUARY

January 2020							March 2020						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30	31	

IN THE LOWER CALENDAR PAGE ADD EVENT DATES SO PEOPLE CAN PLAN FOR THEM

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 National Freedom Day	2 Groundhog Day	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17 VS. HAWKS	18
		21	22	23	24	25
		28				

EXAMPLES

- Sporting events
- Holidays
- Plays
- Other school activities
- Days off
- School board meeting
- Teachers convention
- Parent-teacher conferences
- Daylight savings time begins and ends
- 1st day of spring, summer, autumn, winter

[ORDER NOW](#)

YOU CAN SELL:

birthday and anniversary dates, personal/parent ads with pictures of students, and daily specials from supporting businesses

ADVERTISING SALES

If you choose to sell advertising in your calendar, you can add a nice profit to your bottom line! Advertising can be sold to businesses to cover the cost of the calendar and make money.

1

LOWER YOUR COSTS WITH SPONSORSHIP

- Many organizations have had great success in obtaining sponsors to support the cost of printing their calendars before they go to press. This adds an extra profit from the sales of the calendars.
- Companies are often happy to buy exposure in calendars, especially if it's presented to the viewer as "company X is proud to sponsor the Y team/college/event" etc.
- Business owners who are alumni often like to sponsor their alma mater, especially if the exposure makes sense as advertising.

LOWER YOUR
COSTS WITH
SPONSORSHIP

1

2

HOW WILL
WE SELL OUR
FUNDRAISING
CALENDAR?

HOW WILL WE SELL OUR FUNDRAISING CALENDAR?

2

- Calendars can be pre-sold like Girl Scout cookie sales and delivered when done.
- School events and other fundraising events
- Local grocery stores and convenience stores
- Outside high traffic Big Box Business' (Don't forget to get permission)
- Parades, festivals, farmer's markets, sidewalk sales, garage or yard sales
- Go door-to-door and start taking in orders
- Parents, relatives, friends, colleagues, supporters of your school or non-profit organization
- Sponsors can also sell the finished calendars.
- Advertise with your local radio station or newspaper (They may donate the ad)
- Mail a postcard and email all of your relatives, friends, colleges, customers, members contacts and supporters of your school or non-profit organization.
- Put a size nine remittance envelope insert in the calendar for donations to be sent in.
- School or organization website, blog, Facebook page.

ADVERTISING SALES CONTINUED

**DON'T
PROCRASTINATE**

5

**WHO SHOULD
SELL THE
ADVERTISING?**

4

DON'T PROCRASTINATE

Take time to teach your students or members of your non-profit organization how to sell an ad and make sure they know:

- What school or non-profit organization they are supporting.
- What the money will be used for.
- When calendar distribution begins and ends.
- Size of ads and what they cost.
- Where the ad will be placed.

And above all spread the enthusiasm to your sponsors, students, parents, families, friends, relatives, colleges, customers, members, contacts and supporters of your school or non-profit organization.

5

**ADVERTISING
SALES**

3

ADVERTISING SALES

If you choose to sell advertising in your calendar, you can add a nice profit to your bottom line! Ads can be sold to business' to cover the cost of the calendar and make money.

3

WHO SHOULD SELL THE ADVERTISING?

The students (teams, clubs, band, cheerleader, DECA) or members of your non-profit organization are your most powerful selling tool. They are what it is all about and proof that the money from the ad sales is going to a good cause. They can pre-sell the advertising to sponsors thus ensuring an extra profit from the sale of the fundraising calendars.

4

ORDER NOW

SPONSORSHIP

Who would sponsor your school fundraising calendar or non-profit calendar?

1

Local Businesses

- Coffee shops
- Restaurants
- Credit Unions
- Auto Shops
- Realtors
- Doctors

2

Large Corporations

- Fast Food Franchises
- Cell Phone Companies
- Sporting Good Stores
- Soft Drink Companies
- Insurance Companies
- Pet Supply Stores

3

Relatives

Ask the parents and families if they'd like to Purchase a personal ad for their student athlete.



ADVERTISING PRICE SUGGESTIONS

Full Side: \$20 - \$100

Half Side: \$10 - \$50

Filler Date: \$5 - \$25

Individual Day: \$1 - \$5

Most of our customers sell their calendars for \$15 each. Sell as many ads as you can to increase your profit!

INSTANT PRICING

SALES TIPS & REVENUE IDEAS

KNOW

- Know your estimated distribution.
- Know a list of past sponsors by keeping a record to contact them for next years' calendar
- Know nothing will beat taking the time to call on your local business personally. Combine the information from the telephone and direct mail samples for your personal sales calls.
- Know local businesses can help with funds in return for free product placement within the calendar.

SHOW

- Show the sponsor that they're making a smart marketing decision for their business.
- Show businesses that sponsoring your organization is a great way to advertise their business that advertising in your calendar will benefit both parties involved.
- Show sponsors that advertising in your calendar will benefit both parties involved.
- Show sponsors ads can be sold to sponsor an individual page at different price levels.

ADVERTISERS

- Advertisers gain additional exposure to a large, lucrative market.
- Advertisers get relatively inexpensive advertisement space compared to advertising in a newspaper.
- Advertisers could put coupons and specials on their ads to entice them to buy their products or services.
- Advertisers can gain positive publicity by supporting your school or non-profit organization and the community.

SELL

- Sell birthday and anniversary dates, personal/parent ads with pictures of students, daily specials from supporting businesses.
- Sell individual dates within each month.
- Sell smaller ads running down one side or on the bottom of the page.
- Sell a sponsor a single month, several months or all months.

[ORDER NOW](#)

THERE ARE ENDLESS OPTIONS WHEN IT COMES TO FUNDRAISING, AND YOU AREN'T LIMITED TO JUST CALENDARS! WE HAVE MANY MORE PRODUCT OPTIONS TO FIT YOUR FUNDRAISING NEEDS.



PROGRAM BOOKS

- [Recitals](#)
- [Pageants](#)
- [School Sports](#)
- [Businesses](#)
- [Religious](#)
- [Non-Profit](#)

PHOTO BOOKS

- [Yearbooks](#)
- [Class Reunions](#)
- [Club Activities](#)
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- [Sorority](#)
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GREETING CARDS

START DESIGNING

GET A PRICE & ORDER NOW

FREE TEMPLATES



1 800 995 1555 | www.printingcenterusa.com | 117 9th Street North Great Falls MT 59401 | MON-FRI 7am-6pm (mountain time)