



Brick Fundraising Guide

*Our Patent Brick Laser Engraving Process called Laser Vitrification
Patent Number 5,554,335*

Let Fundraising Brick assist you in planning and organizing
your fundraising campaign today

Dear Fundraiser,

I would like to extend to you my personal commitment and the dedicated team commitment of Fundraising Brick with our assurance that we will apply all of our skills, experience and resources to exceed the needs and expectations of our customers. At Fundraising Brick, we consider our customers as our business partners.

In order to maintain customer satisfaction, I welcome your call toll free at **855-BRICKS4U**, regarding any assistance, questions, or concerns you may have regarding your fundraising campaign.

Sincerely

Jennifer Stemmley
CEO

Commemorative Brick Fundraising Guide

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Purpose is to provide a guideline for your fundraising brick project

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

Complete the timeline which depicts milestones for when tasks, goals, and sales forecasts are reached. Complete daily, weekly, monthly sales projections based on predetermined goals. Decide how much money that your fundraiser would like to raise. Decide the price of each brick to donors. Combine the price you pay for donor bricks and add the amount you would like to raise. This will determine your final sale price for the bricks or tiles.

To help volunteers understand exactly what you need from them, inform them of your tasks, goals, and sales forecasts. Make all pertinent information visibly available to all volunteers. Set realistic goals...do not underestimate your abilities as a fundraiser.

Assign the following roles to the individuals in charge of the fundraising project. In some cases, this is one person.

Project Manager

Project Coordinator

Sales Manager

Project Manager Contact Information:

Name:
Address:
Phone:
Email:

Project Coordinator Contact Information:

Name:
Address:
Phone:
Email:

Sales Manager Contact Information:

Name:
Address:
Phone:
Email:

Step 1 Define Your Project

- 1) Where are the bricks/tiles going to be installed?
 - A wall
 - A new walkway/pathway
 - A garden area
 - A patio
 - A walkway over existing concrete

- 2) Review the Brick Installation Layouts for pattern examples for your project. Visit the location where the project will be constructed and decide on the area for installation. Take measurements to determine how many total bricks/tiles are required for the project. What is the square footage? How many bricks do you expect to engrave? Remember, campaigns can last years when enough square footage is planned and enough bricks are installed. How many installations? We suggest you consider doing two or more installations. After the first installation, you will most likely have additional donors and will need to plan ahead for the installation of the bricks or tiles.

- 3) When will the work be started?
 - Set a date to start your fundraising project

- 4) Select an architect and/or contractor for the construction of your project. Try to find a local company who would be willing to donate their time for the benefit of the fundraising project. This individual should be able to provide a blueprint for the project and estimate the number of bricks necessary for completion. In addition, this individual can help you with the design pattern for layout of bricks, recommend proper structure specifications, and provide a survey of the area intended for construction. Schedule a construction date for the installation. Allow all volunteers to view the area, to familiarize them with the layout.

- 5) How will the bricks/tiles be installed?
 - Cement
 - Sand Base
 - Gravel

- 6) An effective construction method is to install all bricks and tiles (marked and unmarked) in a sand base, and if additional bricks or tiles need to be marked later, they are easily added to your installation area. Upon completion of your fundraising project, you may consider installing bricks on a permanent concrete base.

Step 2 Choose Your Brick or Tile

- 1) What type of bricks/tiles will you be using for your fundraising project?
 - Your Bricks or Tiles?
 - Our Bricks or Tiles?
- 2) Pick your color – color chart available at www.fundraisingbrick.com/brickcolor
- 3) What size bricks or tiles?
 - 4X8 Brick
 - 8X8 Brick
 - Thin Brick
 - 3X6 Tiles
 - 4X8 Tiles

- 6X6 Tiles
- 8X8 Tiles
- Mixture of Brick Sizes and Shades?
- Size chart available at www.fundraisingbrick.com/bricksize

4) Program Enhancers?

- 4X8 Mini Replica's
- 4X8 Mini Replica's
- Donor Certificates
- Magnets

5) Brick Style

- Straight Edge
- Chamfered Edge No Lugs
- Chamfered Edge With Lugs
- Size chart available at www.fundraisingbrick.com/brickstyle

6) Design Your Bricks and Tiles

- Font Selection – font chart available at www.fundraisingbrick.com/fontstyle
- 4X8 Brick Text of 1 – 3 lines (20 spaces per line)
- 8X8 Brick Text of 1 – 6 lines (20 spaces per line)
- Clip art with text – clipart chart available at www.fundraisingbrick.com/clipart
- Custom Graphics with Text
- Custom Graphics Only

Step 3 Campaign

- 1) How much will you charge for each brick? Consider the size of your project, cost of installation and the demographics of your prospective donors. Installation is your biggest expense. Maximize your profits by finding volunteers to install your bricks. If using a professional contractor to install bricks ask for an estimate. Consider this before setting the brick price.
- 2) How will donors order the bricks/tiles? Campaign order forms, newsletters, phone campaign, on-line ordering are just a few examples of spreading the word. We have an order form template that you can modify for your fundraising project.
- 3) Solicit public service ads and announcements in: Newspaper - Television - Radio - School College and University Newsletters - Church Bulletins Preservation Magazines/Newsletters - Alumni Publications - Corporation Newsletters.

Step 4 Donor List and Strategy

- 4) Compile a list of donor candidates, usually available at your Chamber of Commerce.

Mid to high income neighborhoods	Group Members	Founding Families
Governmental Entities	Former Citizens	Fraternal Organizations
College and High School Clubs	Senior Citizens	PTA Organizations
Dept. of Economic Development	Chamber of Commerce	Service Clubs
Charitable Organization	Alumni Organizations	News Media
Professional Civic Organizations	Small Businesses	Corporations

- 5) Develop a strategy for advertising and marketing. One suggestion is to create a hierarchy for donation amounts, such as Silver, Gold and Platinum. Depending on the price of your donor bricks, designate dollar amount requirements for placing donors into the categories. For example, a minimum donation of \$500 is required to be a Silver Donor, \$1000 for Gold, and \$5,000 for Platinum. When an individual or organization donates \$500, offer a complimentary brick with their name and title of Silver Donor, as a reward. This and other strategies can be used to promote special rewards for large donations.
- 6) Display flyers and other information about your Fundraiser at: Banks, Beauty Salons, Car Dealers, Restaurants & Fast Food Chains, Churches, Grocery Stores, Downtown Businesses, Health and Sports Clubs, Corporations (lunch/reception areas), Service Clubs, Funeral Chapels, Libraries, Schools, Colleges, Universities, Utility Companies, Retail Stores, Bulletin Boards. The direct mail promotional piece will work.
- 7) Mail a letter to your list of potential donors. Below is a letter template that you can use and modify to fit your fundraising needs.

Dear Donor,

Through the **YOUR COMPANY'S NAME HERE** Buy-a-Brick Program, you can be a part of an enduring piece of **YOUR FUNDRAISING PROJECT HERE.** For just **\$XXX.XX or \$XXX.XX (YOU SET THE DOLLAR AMOUNT),** you can choose a message to be laser engraved on one of the bricks paving the **YOUR FUNDRAISING PROJECT HERE.** We are offering two sizes of bricks for our brick fundraising project. You can purchase either a 4X8" or an 8X8" laser engraved brick.

DETAILED DESCRIPTION OF YOUR FUNDRAISING PROJECT HERE.

Recognize a special person in your life. Honor a casual effort; Commemorate a special occasion-the possibilities are endless. You can engrave up to three lines of text with 20 characters per line. On the 8X8" bricks, you can engrave up to six lines of text with 20 characters per line. The 20 character per line includes all spaces and punctuation marks.

You can pay for your engraved bricks via credit card or money order. If paying by money order, please submit payment to: (Your company name here), (your address here). If you have any questions, please contact (contact person here) at (phone number here) or email ([your](#) email address here) (Change this paragraph depending on how you will accept payment and update it with your mailing information.)

For your orders, please enter your text exactly how you want it to appear on the brick. All engraved text is automatically centered and will be engraved on the brick in the case as received.

Sincerely,

Name Here
Title Here

- 8) Fundraising Brick will provide you with all of the necessary order forms and text documents that are needed to make your fundraising project a success. The text documents are user friendly and in MSWord or MSEXCEL format. Our highly qualified staff can assist you with all of your fundraising needs including customized order forms, online interactive order forms, brochures, flyers, and much more.
- 9) Text Document Example – complete the lines of text and clipart information in the table provided below and submit along with the order to Fundraising Brick. The laser engraved text will appear as typed into the text document below. If you type it in ALL CAPS, it will be engraved in ALL CAPS. If you type in Upper and Lower, it will be engraved in Upper and Lower case. One clipart per brick is free. If you would like to have a clipart engraved on the brick please specify the clipart name and number from the website. Also specify the location that you would like it to be engraved.

Please type each line as you want it to appear on the brick. PLEASE NOTE: LIMIT 20 CHARACTERS PER LINE			
Customer Name:		Fundraising Brick	Please Specify 4X8 or 8X8 4X8 Bricks
Brick #	Line 1 -20 char. max	Line 2 -20 char. max	Clipart Information Only
Brick1	In Memory of	Fred Jones	Heart #10 (Left Center)
Brick2	IN HONOR OF	TIM JONES	No Clipart

- 10) Use our online ordering option or our brick inscription online program.

Online Ordering

- Online ordering is a web page that is designed and created by Fundraising Brick. The web page is linked or embedded to your website and allows your donors a convenient method to order laser engraved bricks directly from online. Utilize the convenience and accessibility that the Internet provides to help drive sales. The online form allows you to manage your fundraising project with ease.

Brick Inscription Online

- For those of you that do not wish to re-type your donor's names into the text files, allow your donors to enter their text directly from our website. We will generate a user name and pass code for your organization that allows your donors to select their campaign and type their desired inscription directly from our website. Yes, it is that easy. Fundraising Brick will handle the rest. The inscriptions are emailed directly to Fundraising Brick and we input them into the necessary files for laser engraving on the bricks. We will email you a list for approval prior to engraving the inscriptions on bricks. This service omits re-typing errors, spelling mistakes, saves time, energy, and money.

Step 5 Contact Us & Place Your Order

- 1) Send donor list (text documents) along with the completed order form to Fundraising Brick. We will engrave the bricks or tiles in 2-4 weeks and deliver bricks anywhere in the United States for your installation project. Expedite orders are available. Contact info@fundraisIngbrick.com or toll free at 855-BRICKS4U

Profit Margin of a \$18.00 Brick or Tile

Projected Revenue & Cost - Engraved Brick Profit Projection						
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
4X8	100	\$75.00	\$7,500.00	\$18.00	\$1,800.00	\$5,700.00
4X8	250	\$75.00	\$18,750.00	\$18.00	\$4,500.00	\$14,250.00
4X8	500	\$75.00	\$37,500.00	\$18.00	\$9,000.00	\$28,500.00
4X8	750	\$75.00	\$56,250.00	\$18.00	\$13,500.00	\$42,750.00
4X8	1000	\$75.00	\$75,000.00	\$18.00	\$18,000.00	\$57,000.00
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
4X8	100	\$100.00	\$10,000.00	\$18.00	\$1,800.00	\$8,200.00
4X8	250	\$100.00	\$25,000.00	\$18.00	\$4,500.00	\$20,500.00
4X8	500	\$100.00	\$50,000.00	\$18.00	\$9,000.00	\$41,000.00
4X8	750	\$100.00	\$75,000.00	\$18.00	\$13,500.00	\$61,500.00
4X8	1000	\$100.00	\$100,000.00	\$18.00	\$18,000.00	\$82,000.00
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
4X8	100	\$150.00	\$15,000.00	\$18.00	\$1,800.00	\$13,200.00
4X8	250	\$150.00	\$37,500.00	\$18.00	\$4,500.00	\$33,000.00
4X8	500	\$150.00	\$75,000.00	\$18.00	\$9,000.00	\$66,000.00
4X8	750	\$150.00	\$112,500.00	\$18.00	\$13,500.00	\$99,000.00
4X8	1000	\$150.00	\$150,000.00	\$18.00	\$18,000.00	\$132,000.00
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
8X8	100	\$200.00	\$20,000.00	\$30.00	\$3,000.00	\$17,000.00
8X8	250	\$200.00	\$50,000.00	\$30.00	\$7,500.00	\$42,500.00
8X8	500	\$200.00	\$100,000.00	\$30.00	\$15,000.00	\$85,000.00
8X8	750	\$200.00	\$150,000.00	\$30.00	\$22,500.00	\$127,500.00
8X8	1000	\$200.00	\$200,000.00	\$30.00	\$30,000.00	\$170,000.00
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
8X8	100	\$250.00	\$25,000.00	\$30.00	\$3,000.00	\$22,000.00
8X8	250	\$250.00	\$62,500.00	\$30.00	\$7,500.00	\$55,000.00
8X8	500	\$250.00	\$125,000.00	\$30.00	\$15,000.00	\$110,000.00
8X8	750	\$250.00	\$187,500.00	\$30.00	\$22,500.00	\$165,000.00
8X8	1000	\$250.00	\$250,000.00	\$30.00	\$30,000.00	\$220,000.00
Size	Quantity Sold	Price	Profit	Unit Cost	Total Engraving Cost	Projected Profit
8X8	100	\$500.00	\$50,000.00	\$30.00	\$3,000.00	\$47,000.00
8X8	250	\$500.00	\$125,000.00	\$30.00	\$7,500.00	\$117,500.00
8X8	500	\$500.00	\$250,000.00	\$30.00	\$15,000.00	\$235,000.00
8X8	750	\$500.00	\$375,000.00	\$30.00	\$22,500.00	\$352,500.00
8X8	1000	\$500.00	\$500,000.00	\$30.00	\$30,000.00	\$470,000.00

FUNDRAISER KIT - Order Form for 4" X 8" & 8" X 8"

Please fill in the name or phrase you wish to have on your donor brick. You have the option of using 1, 2, or 3 lines on your brick.

Print exactly, the way you wish your brick to read. If you print in UPPER CASE or lowercase, the text will be laser engraved in UPPER CASE or lowercase. You may also use numbers for the inscription. Spacing between words is considered as a character. Punctuation does require a space. All text will be automatically centered on the brick.

Maximum of 20 characters per line including spaces and punctuation

Line 1 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Line 2 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Line 3 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Name of Donor

Date

Line 1 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Line 2 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Line 3 - 20 Characters

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Name of Donor

Date

FUNDRAISER KIT - Order Form for 8" X 8" ONLY

Please fill in the name or phrase you wish to have on your donor brick. You have the option of using up to 6 lines on your brick.

Print exactly, the way you wish your brick to read. If you print in UPPER CASE or lowercase, the text will be laser engraved in UPPER CASE or lowercase. You may also use numbers for the inscription. Spacing between words is considered as a character. Punctuation does require a space. All text will be centered on the brick.

Maximum of 20 characters per line including spaces and punctuation

Line 1																			
Line 2																			
Line 3																			
Line 4																			
Line 5																			
Line 6																			

Name of Donor

Date

Line 1

Line 2																			
Line 3																			
Line 4																			
Line 5																			
Line 6																			

Name of Donor

Date

FUNDRAISING GUIDE - Frequently Asked Questions

Frequently Asked Questions:

If you are a new committee that has been charged with a coordinating a fundraiser for your company, we assembled a list of popular questions that usually come up during planning meetings. We have provided suggestions of we have experienced over the years but they are NOT the only answers possible. As mentioned before, these questions should stimulate discussion amongst the committee members to ensure you have the most successful fundraising campaign you can.

- 1) Who will be our Campaign Manager or Project Leader?
 - *There should be only one contact working with the engraver.*
- 2) How much money do we need to raise?
 - *This will depend on how large your project is and how long it will continue.*
- 3) What costs will be associated with this fundraiser?
 - *You must think through all possible costs that will incur with this project, from start to finish. Those figures will be used to calculate how much to charge for the bricks.*
- 4) Who will design our project and is it large enough to raise the funds we need?
 - *Do you have access to an architect, a landscape designer or someone who knows CAD software? Would they be willing to donate their time?*
- 5) How do I calculate how many laser engraved bricks and blanks that I need?
 - *If you are using 4"x8" bricks, you will need approximately 4.25 bricks for one square-foot of space. You will need your length times width (L x W) to obtain total square footage.*
- 6) Where do I purchase the blank bricks?
 - *Your purchase of the blanks (used to fill in space and/or as part of the non-engraved design) will be made through Belden Brick in Ohio. We will provide you the Belden distributor's name so you can purchase your blanks from them. Your purchase of the laser engraved bricks will be through us at Fundraising Brick.*
- 7) Do we have sufficient space or ground that is available for the end product?
 - *Depending on the type of project you will be doing, check with the appropriate people for all special permits that you might need.*
- 8) Do we want to create an engraved brick walkway, a memorial garden or a wall?
 - *From past experience, creating a walkway with our beautiful laser engraved bricks is more straightforward and more cost-effective than a wall. However, your team's decision about the end-product will need to reflect what is possible and will make the most sense in the space that you have available.*
- 9) What shade of bricks do we want to use?
 - *There are so many shades available today! Mixing and alternating different shades of brick can result in a truly unique and gorgeous design. All of the different shades of brick engrave beautifully.*
- 10) On what type of base will the laser engraved bricks be laid?
 - *Many people start with a sand and gravel base for laying their bricks. At a later date, they may want to mortar them in for a more permanent structure.*

- 11) Who will lay the bricks, both the engraved donor bricks and the blanks?
 - *Do you have access to a bricklayer that might be willing to donate their time to lay the bricks?*
- 12) What type of font do we want on the engraved bricks?
 - *We can direct you to the type of font which suits your style.*
- 13) What are the price points we offer to our donors?
 - *Depending on the size of bricks you are planning to use, the 4"x8" with three (3) lines of text (20 characters per line) will cost your company \$18.50-\$20.50 each. The suggested donor price is in the \$150-\$250/brick range.*
 - *The 8"x8" with six (6) lines of text (20 characters per line) will cost you \$33.50-\$35.50 each. The suggested donor price is in the \$250-\$500 range.*
 - *If you decide to add graphics or logos, you can double the donor prices.*
 - *We offer a 16"x16" brick array where we split the graphics and engrave it on four (4) bricks to create one large area. Please contact Fundraising Brick for custom pricing and the suggested donor price range.*
- 14) Who are our donors?
 - *Your donors can be members of your organization, community businesses and/or church members.*
- 15) How do we sell the bricks?
 - *You can sell your bricks by letting us create a customized donor order form that you can send out via an email distribution list. If you have an existing website, you can also sell your bricks online. Please request additional information about ways to reach your donors.*
- 16) How much time do I give my donors to place their orders?
 - *Typically, you should give donors about 2-3 months to place their orders.*
- 17) Should we offer graphics and clipart?
 - *If you offer graphics, you can increase your donations greatly. (Please refer to our price sheet for all costs involved.) You can have one clipart free per brick. We have over 14 pages of clipart available.*
 - *In order to prevent additional set-up fees, we recommend that all clipart be located in the same location of the brick.*
- 18) How do I place my orders with the donor's text?
 - *Once you are ready to place your orders, give us a call and we will email you the correct text documents in which you will type your donor's text.*
- 19) How long will it take to receive my laser engraved bricks once the order is placed?
 - *Normally, it takes about four (4) weeks to receive an order after our receipt of the completed order form and payment.*
- 20) Will we offer another phase in 6 months for re-orders?
 - *By offering at least two (2) phases of engraved brick ordering per year to your donors, you can greatly increase your bottom line.*
- 21) How will we do our ground-breaking ceremony for donors to view their laser engraved bricks?
 - *Issue a press release with the local newspaper and email invitations.*

- 22) Is the text upper and/or lower case?
- *This is partially the decision of the fundraiser. That is your decision. You can have the text all upper case, or all lower case, or a combination.*
- 23) What do the engraved bricks look like?
- *The laser mark has the appearance of a black glass finish. Not paint or epoxy, but a permanent laser engraved mark.*
- 24) What do you mean by a permanent laser mark? Why is the mark permanent?
- *The process is called Laser Vitrification, and the laser mark has been subjected to the harshest of environments, through independent studies conducted by Industrial Testing Laboratories, Inc.*
- 25) What is the height of the character?
- *The individual character height for an upper case letter is 15 millimeters. The individual character height for a lower case letter is 11 millimeters. Fundraising Brick also provides our customers with custom size lettering. If you would like to have the letters engraved with a 12millimeter or 20millimeter character height, just ask. We can accommodate all of your specific needs.*
- 26) Is my donation tax deduction?
- *Verify with your accountant.*
- 27) Is punctuation an additional space?
- *Yes, as well as the spaces in between words.*
- 28) Which punctuation marks can be scribed?
- *Commas, quotation marks, ampersands, parenthesis, dash, periods, etc. Fundraising Brick can also engrave special characters for example, the Greek Alphabet, if required for your fundraiser.*
- 29) Will I receive a certificate of recognition, or can one be sent to the person I am making the donation for?
- *Yes, to receive a certificate just let your sales representative know or specify on the order form the name that you would like to have printed on the certificate.*
- 30) What if there is a spelling error in the donor name?
- *It is the responsibility of the donor to spell the name correctly, and the fund raising group's responsibility to enter the name of the Donor Name Disk correctly. In an effort to reduce errors, Fundraising Brick can email a copy of the donor name list to the fund raising group for verification, upon request.*

If you have any other questions or just want to discuss your fundraiser, do not hesitate to contact us at:

Fundraising Brick
105 Industrial Drive
Hermann, Missouri 65041
info@fundraisingbrick.com
855-BRICKS4U (855-274-2574)

BRICK\$ FOR BUCK\$