

# 2012 White House William Howard Taft Christmas Ornament Fundraising Program

Is your worthwhile cause missing out on the extra cash available from conducting an effective fundraising program?

Whether your organization is centered on religion, education, sports or community, this customizable fundraising program can help you get started!

Why choose one of our fundraiser programs?

## 1) Easy Start Up:

Easy to manage for groups of any size; from just a few people to hundreds or more!

## 2) Proven Reputation:

Businesses like yours have been utilizing our fundraising programs for 12 years. Made in the U.S.A. our collectables and keepsakes are loved throughout the United States, and known around the world. We offer fast answers, correct shipments, and friendly service.

## 3) Solid Profits:

Potential is limitless! Millions of households purchase ornaments every single year, for themselves and as gifts. How many can your group sell?



## FUNDRAISING PROFIT CHART

Quantity*	Price per Ornament	Cost of Ornaments	Profit **
50-99	\$21.00	\$1,050 - \$2,079	\$200 - \$396
100-199	\$19.00	\$1,900 - \$3,781	\$600 - \$1,194
200-499	\$17.50	\$3,500 - \$8,732.50	\$1,500 - \$3,742.50
500-999	\$17.00	\$8,500 - \$16,983	\$4,000 - \$7,992
1,000+	\$16.75	\$16,750 - Based on Purchase	\$8,250 - UNLIMITED

\* Cost based on Quantity Purchased

\*\* Profits based on selling ornament at \$25 depending on Quantity Purchased

## Get Started Now:

Be sure to explore the entire kit before starting your campaign. Simply modify and print the Fundraiser Action Plan below for your campaign leaders and front-line fund raisers. Then, have your sellers take the 2012 White House William Howard Taft Ornament Sales Flyer home to show their friends, neighbors, family, and so on. Each fundraiser should keep all payments in a Personal Order Collection Envelope, and record each sale on their Ornament Order Form.

## Door-to-Door Fundraising

Setting up a sales achievement incentive program, by offering bonuses to top sellers, inspires competition, and will help motivate your volunteers. Having sales people publicly state projected sales figures, will help reinforce their commitment. All sellers should make a list of prospective customers before they start. Review it and make sure they have at least ten targets. Stick to the people you know - friends, relatives, neighbors, etc. Don't forget co-workers and out-of-town contacts for your major fundraisers.

Door-to-door fundraising should only be conducted during daylight hours, never at night. Children should only solicit in neighborhoods known to them with supervising adults, and should be under direct, line-of-sight, supervision by the supervising adults. Children should also never enter anyone's home without CHECKING FIRST with, and being accompanied by, the supervising adults. Children should never be allowed to participate in door-to-door fundraising without adult supervision, and they should never participate in "street" fundraising where they stand in the medians of busy highways to collect money.

Sellers should never reveal personal information about themselves to anyone, including their telephone number. If a contact telephone number is needed, it should be that of your organization. Parents should be encouraged to participate in their children's solicitation activities and should be fully apprised of all aspects of the project. Parents should also be required to sign a permission slip before a child is allowed to participate.

## Door-to-Door Fundraising Script [ Sample ]

Hello. My name is \_\_\_\_\_ and I am going door-to-door today on behalf of

**(Insert organization mission statement here.)**

"This year's ornament honors the administration of White House William Howard Taft, the twenty-seventh President of the United States, and his love for ingenuity and manufacturing. The 2012 White House ornament depicts President Taft (September 15, 1857 - March 8, 1930) and his wife, Helen, in the first automobile used to transport any President. Introduced in 1909, the White Motor Company's Model M automobile replaced the traditional horse-drawn carriages that previously transported the President and his family.

President Taft and his wife are seated in the seven passenger car on their way to deliver Christmas presents. They are seated behind White House chauffeur George H. Robinson. The steam powered car was painted in a rich color of green and included the Great Seal of the United States on the doors. After his time as President of the United States, William Taft served as the tenth Chief Justice of the United States becoming the only person to have ever served these two offices.

### **If they say no, you say...**

"I am sorry that you will not be able to help us. Do you know of another person I can contact?"  
(If yes, get the information.) "Thank you for your time and have a wonderful holiday season"

### **If they say let me get back to you tell them...**

"Sure, I'll call you next week to see how things are progressing. If you need to get in touch with me, my contact information is \_\_\_\_\_. Do you have any other ways that I can contact you? What's the best method of contact?"

### **At the end of the conversation...**

"Thank you for your time and have a wonderful holiday season."

## Using E-Mail to Raise Funds

More and more non-profits are using email to sell the 2012 White House William Howard Taft Christmas Ornament. Several tips that you might find helpful as you begin an email campaign include:

- Build a database of email addresses. Collect email addresses from alumni, parents, and other supporters every chance you get. Be sure to insure your potential donors that your database will not be sold or rented; that you are collecting the addresses solely for your organization's purposes.
- Be brief. Send brief newsletters to supporters to tell them what is going on in your organization.
- Send messages regularly, but not too often! A regular monthly newsletter with excerpts of activities and needs will keep your organization in the supporter's mind.
- Be responsive. After you have sent your newsletter, expect responses! Set aside time to answer questions or provide additional information to those who request it.
- Give people a way for them to opt off of your subscriber list. Never irritate your supporters by not providing a way for them to have their email addresses removed from the database.
- Always provide the means for more traditional method of communication within the email. Include contact name, address, and phone and fax numbers.

## Email Fundraising [ Sample ]

Subject: 2012 White House William Howard Taft Christmas Ornament!

The NEW 2012 White House William Howard Taft Christmas Ornament has arrived!

PLEASE FORWARD TO ALL PARTIES INTERESTED

Dear \_\_\_\_\_,

(Your Organization) presents the official 2012 White House Christmas Ornament. This year's ornament honors the administration of White House William Taft, the twenty-seventh President of the United States, and his love for ingenuity and manufacturing.

The 2012 White House ornament depicts President Taft (September 15, 1857 - March 8, 1930) and his wife, Helen, in the first automobile used to transport any President. Introduced in 1909, the White Motor Company's Model M automobile replaced the traditional horse-drawn carriages that previously transported the President and his family.

President Taft and his wife are seated in the seven passenger car on their way to deliver Christmas presents. They are seated behind White House chauffeur George H. Robinson. The steam powered car was painted in a rich color of green and included the Great Seal of the United States on the doors.

After his time as President of the United States, William Taft served as the tenth Chief Justice of the United States becoming the only person to have ever served these two offices.

The proceeds of each purchase benefits (Your Organization)

Please call us at your earliest convenience to take advantage of this Special offer and help

\_\_\_\_\_.

(Your Name)

(Your Organization)

## 2012 White House William Howard Taft Christmas Ornament Order Form

<b>Name</b>	<b>Address</b>	<b>Telephone Number</b>
<b>Zip</b>	<b>Ornament/s ordered</b>	<b>Amount</b>

<b>Name</b>	<b>Address</b>	<b>Telephone Number</b>
<b>Zip</b>	<b>Ornament/s ordered</b>	<b>Amount</b>

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## 2012 White House William Howard Taft Christmas Ornament Fundraiser Action Plan

Through the years we have found that it helps greatly to have a concise plan of action which we have outlined below. It will help if you established ultimate goals, consider who your prospective clientele will be, and the funds which are available to get the fundraising project started.

Of course, you are free to modify the plan any way you deem appropriate, but we have found the following to be most effective, and in particular, setting goals and sticking to them!

<u>Date</u>	<u>Campaign Plan</u>
_____	Orientation Planning Meeting
_____	Identify, Rate and Evaluate Prospects
_____	Set Goal for the Campaign
_____	Produce Christmas Ornament Sales Materials (see examples below)
_____	Acquire Bonus Incentives for Top Sales People
_____	Recruit Volunteers
_____	Campaign Kickoff Meeting for Volunteers
_____	Assign Locations for Volunteers
_____	Sales Campaign Progress Reports for Campaign Leaders
_____	Collection of Order Forms
_____	Send Purchase Order
_____	Assign New Locations for Volunteers
_____	2 <sup>nd</sup> Sales Campaign Progress Reports for Campaign Leaders
_____	2 <sup>nd</sup> Collection of Order Forms
_____	Make 2 <sup>nd</sup> Purchase Order
_____	Evaluate Progress of Christmas Campaign
_____	End of Campaign
_____	Reward and Acknowledge Volunteers



## 2012 White House William Howard Taft Christmas Ornament

The official 2012 White House William Howard Taft ornament celebrates the administration of the twenty-seventh President of the United States and his love for ingenuity and manufacturing.

The 2012 White House ornament depicts President Taft (September 15, 1857 - March 8, 1930) and his wife, Helen, in the first automobile used to transport any President. Introduced in 1909, the White Motor Company's Model M automobile replaced the traditional horse-drawn carriages that previously transported the President and his family.

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**Own a Moment of U.S. History! Made with pride in the U.S.A.**

**Price: \$25**

Our organization would like to deeply thank you for your ongoing support. Money raised from this fundraiser will go directly to our cause. We greatly appreciate your help!