

Fundraising

“5 Steps to Fundraising” We've taken the worry away from organizing your donor campaign. Please see read the insutrctions below, and begin planning today.

Donor Page: Let our online services work for you! We will be happy to create your donor page and manage your Internet orders. Your donors will have the convenience of online ordering and you will be able to easily monitor your campaign through the Internet

Phone Support: You can count our polite experts to answer all your campaign needs.

STEP 1: DEFINE YOUR PROJECT

1. Where are the bricks/tiles going to be installed?
(a wall, a new walkway, a patio, a walkway over existing concrete)
2. How many total bricks will you need? What is the square footage of your project? Of those, how many do you expect to engrave?
3. When will the work be started?
4. How many installations? We suggest you consider doing two or more installations. After the first installation you will most likely have the admiration and attention of many more donors. Campaign prices are often increased after the first installation.
5. Who will do the construction? *(Architect? Contractor? Volunteers?)*
6. How will the bricks/tiles be installed? (cement or sand base)
An effective construction method is to install all bricks (marked and unmarked) in a sand base, and if bricks need to be marked later they are easily incorporated. Upon final completion you may consider installing bricks on a permanent concrete base. Campaigns can last years when enough square footage is planned and enough bricks installed.

STEP 2: CHOOSE BRICK/TILE

1. What type of bricks/tiles will you be using? Your own? Ours? We have many colors to choose from.
2. What size bricks/tiles? (4x8, 8x8 single bricks, 4x8, 8x8, 6x6, 12x12 single tiles)
3. How will your bricks/tiles be designed?
Text of 1 – 3 lines (20 spaces per line), clip art with text (16 spaces per line), signatures, logos...
4. Refer to our price list.
5. A typical 4x8 brick with 1-3 lines of text (20 spaces per line) starts at \$17.50. That price includes the brick, the engraving, and delivery (in the United States).

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.
2. Installation is your biggest expense. Maximize your profits by finding volunteers to install your bricks.
3. If using a professional mason or contractor to install bricks ask for an estimate. Consider this before setting a campaign price.
4. Increase the price of bricks after the first installation. We have found that many more donors will be interested after they have seen the first installation. This is an opportunity to increase your price and profits.
5. Bring in corporate sponsors. Company bricks can include logos and you can charge sponsors two to three times your campaign price.
6. Offer duplicate bricks at a cheaper price. Duplicate bricks can be displayed at the donor's home, garden, or business.
7. How will donors order bricks/tiles? Campaign order forms, newsletters, phone campaign, on-line ordering are just a few examples of spreading the word. We have a sample order form you can modify or we can share with you order forms used by other organizations.
8. Who will be your Campaign Organizer or contact person? This person will be the liaison between your organization and Laser Impressions. Please provide a daytime phone, home address and email address.

STEP 4: CREATE DONOR LIST

When you have your orders completed we'll need a computer programmed donor list. Your donor list can be easily programmed by your Campaign Organizer using MSWord or MSEXcel. We will provide you an easy to follow donor spreadsheet in either format.

STEP 5: CONTACT US

Send donor list and all order forms to us. We will engrave the bricks/tiles in 2-4 weeks; and deliver bricks anywhere in the United States at no additional cost!

Profit Margin of a \$17.50 Brick/Tile		
TOTAL SOLD	PRICE	PROFIT*
150	\$100 / \$250 / \$500	\$12,375 / \$34,975 / \$72,375
300	\$100 / \$250 / \$500	\$24,750 / \$69,750 / \$144,750
600	\$100 / \$250 / \$500	\$49,500 / \$139,500 / \$289,500

*Includes the cost of the brick, but not the cost of installation

