

ENGRAVESTONE™

Fundraising GUIDE

Helping people every day

across the globe achieve

their fundraising goals one

engraved brick at a time.



www.engravestone.com

1.800.3ENGRAV

Fundraising GUIDE

Company Information	3
List of Projects	4
Comments	5
Building Your Team	6
BrixBase	7
Fundraising Fundamentals	8
Pathways to Profits	9
Campaign Themes	11
Sample Press Release	12
Sample Certificate of Recognition	13
BrixCalculator	14
Create-a-Form	15

Company Information

If you are a school, church, sports club or other organization looking for new ways to raise much-needed funds, you have come to the right place! ENGRAVESTONE is helping people every day across the globe achieve their fundraising goals one engraved brick at a time.

ENGRAVESTONE was established in 1990 to provide personalized bricks and pavers for organizations seeking new ways to raise money. Located in central Texas, we engrave names on bricks, tiles, pavers and stone for people supporting organizations throughout the United States.

We also offer precision cutting of pavers and stone, inlaid medallions, engraving of custom logos, and laser etching of natural stone.

Our president, Matt Welch, is a licensed landscape architect and general contractor with over 30 years experience. He can assist you with design or coordinate production with your architects.

ENGRAVESTONE can produce any quantity of engraving, create specialized products, even build your project. Contact us to see what we can do for your organization.

Some of Our Projects

Schools

Montessori Sch, SC
Coronado HS, CA
Katy HS, TX
Riddle Brook Sch, NH
Sand Pine Elem, FL
Parklane, MS
Crestview HS, FL
Longfellow, CA
Highland Park, TX
Dave's Creek, GA
Newburyport HS, MA
Walsingham Acdy, VA
Bellaire HS, TX
Brown Elem, MA
Memorial HS, TX

Universities

Northwestern State U., LA
Houston Baptist U., TX
Ga Tech, GA
U Texas Austin, TX
U Interamericana, PR
TA&M, TX
Wm & Mary, VA
Loyola, LA
TKE Va Tech, VA
Beta Eta, IL
SMU, TX
NW State U, LA
Sigma Nu, MO
SAE, TX
Greenville Col, SC
Delta Gamma, TX
U Bridgeport, CT
Baylor U., TX
Phi Theta Kappa, GA
Pi Kappa Phi, SC
Denison U. Baseball, OH
Lincoln Co. Comm. Col., MT

Parks

Blythewood, MA
Preston Hollow, TX
Forsythe, LA

Desert Storm Mem., LA
Temple City, CA
Vets Memorials, TX,LA
Rhonert Park, CA
Confederate Mem., TX
Washington Parish, LA
Holocaust Mem., MA
Heritage Soc., TX
Sugar Mill Playground, GA

Municipalities

Catawba Cty Court House, NC
Sugarland Police, TX
L.A. County Sheriff's Dept., CA
Fayette County Library, AL
Round Rock Library, TX
Kingsbridge Com. Cntr., NY
Clock Tower, OH
Mitchell on the Move, IN

Medical Centers

Menorah Hospital, MO
Pearlman Cancer Center, GA
Ronald McDonald Houses, TX,
GA, OK
Seven Acres Retirement
Community, TX
Camp Jon Marc for the
Physically Challenged, TX
TAU House, LA
Cuero Hospital, TX
Floyd Health Care Found., GA

Private Organizations

Ronald McDonald Houses,
GA,OK,TX
E. California Museum, CA
Shriners, NE
YMCA, IA,NE,TX
Massena Hist. Soc., IA
Dallas Home Builders Assoc.,TX

Little League Ball Park, TX
Aquarium of the Americas, LA
American Mensa, TX
Men in Mission, TX
Longmeadow Rotary, MA
Jr. League, LA
SPCA, CA,TX
Open Door Mission, TX
The Friends, GA
NRHA, OK
Awareness Garden
Foundation, VA
Junaluska Associates, NC
VFW, MA, CA
The Longfellow House, MN

Places of Worship

St Lucy's, CA
All Saints, LA
1st Pentecostal, LA
Faith Methodist, LA
St John Bosco, LA
St Cyprian, Barbados
St Mathias, Barbados
Greek Ortohdox Cath, TX
Temple Emanu-El, TX
Newman Cntr., IL
St. Mary's, TX

Successful Fundraising

Others like you did it — so can you!

"Hi Matt,

I received the sample bricks. They look great! "

—D. R., CAPITAN, NM

"I have used the create-a-form tool. It's awesome. "

—A. C., ATLANTA, GA

"Hi Matt,

We did receive the bricks on the 16th... Thank you again for helping us to honor our members and organizations with these engraved bricks for our courtyard."

—D. H., JACKSON, MS

"Engravestone has done an outstanding job... with bricks inscribed just as we ordered. Time and time again, we are pleased with the high quality work. This company has been very responsive to our needs and a pleasure to work with."

—C. C. M., DALLAS, TX

"The quality of Engravestone's workmanship, as well as your attention and willingness to resolve problems quickly has been one of the key reasons for the continued success in our fundraising ability."

—C. E. B., NEW ORLEANS, LA

"The comments on your engraved bricks were excellent. The bricks are handsome, readable, washable and fit right in to our park setting."

—A. H. M., AVALON, CA

"I want to take this opportunity to thank you for doing such a great job engraving bricks for the Anderson County Veterans' Park."

—R. K., PALESTINE, TX

"This letter is our way of sending you a great big 'Thank You'. The bricks have all been put in the sidewalk and they look great. Not only was the engraving job itself very satisfactory, but delivery of the bricks was done on time."

—J. T., MONROE, LA

"We recently had a Donor Dedication at our aquatics facility where we unveiled all the bricks that you had engraved for us. They were well received and much appreciated."

—R. L., BURLINGAME, CA

Building Your Team

Solid organization generates positive results.

Coordinator, Director, etc.

The Sales Staff

Public Relations

Accounting Team

A. The Coordinator or Director must have:

1. A zeal for the project.
2. Be an organized people-person who can delegate.
3. Commit to the time requirement of the project:
 - A. Organizational meetings.
 - B. The “rubber chicken” circuit of service clubs, public meetings, and special events.

B. The Sales Staff must be:

1. Well known in the community.
2. Meet people easily.
3. Have purchased a personal brick to demonstrate both the product and their commitment.

C. The Public Relations Team must be:

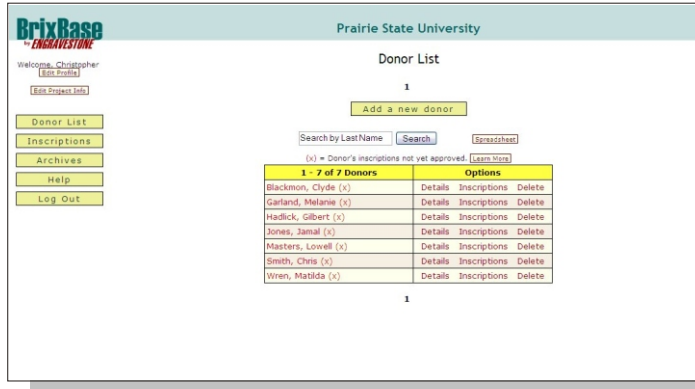
1. Writers of news releases, etc. - somewhere between Clark Kent and Superman.
2. Graphic artists/printers - magical people who turn thoughts into design.
3. Special event planners - somewhere between P.T. Barnum and Martha Stewart.

D. The Accounting Staff must be able to:

1. Watch the vault and take care of the banking.
2. Process orders and take care of the details.
3. Send out recognition certificates to donors.

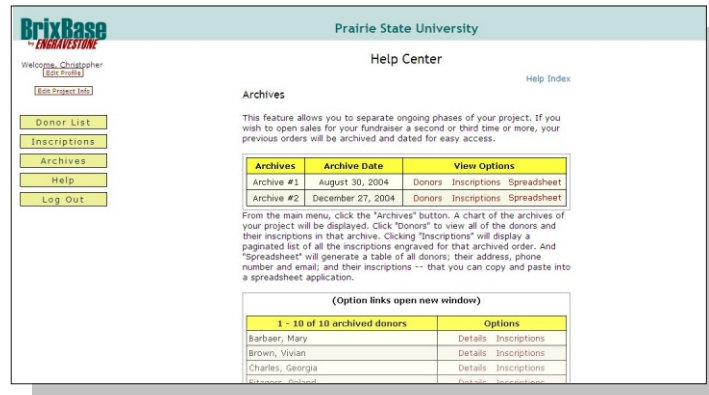
BrixBase

Our exclusive donor list management system.



Use BrixBase to keep track of your organization's fundraising project — all online. The interface is simple to learn and easy to use.

When you register your project on BrixBase, you will be assigned a username and password that allows you to input and access many aspects of your fundraising project using ENGRAVESTONE™ engraved Brix.



Every donor is recorded, including their contact information, the number of brix ordered and inscriptions, as well as whether or not they have paid.

Once you have input all of your donors' information, BrixBase generates a list of all of your project's inscriptions, which we then use to engrave your Brix.

BrixBase is yet another feature that makes choosing ENGRAVESTONE the right choice.



Fundraising Fundamentals

A very, very short & proven course...

A. Six Requirements Your Campaign Cannot Do Without

1. The goals of your organization must be compelling to ensure intense donor commitment.
2. Your organization must be well known in the community.
3. Your leaders must be strongly visible to the people whose support you expect.
4. Your chief executive and volunteer leadership must be totally committed.
5. Your organization's needs must be specific, attractive, people-oriented, and have a sense of urgency.
6. The results of your campaign must be measurable.

B. The Best Ways to Sell the Prospect and Product

1. Approaching prospects individually (Best)
2. Soliciting potential prospects as a group (Pretty Good)
3. Calling prospects on the telephone (Weak)
4. Sending prospects letters (Most Go In The Trash)

C. Why People Will Support Your Campaign

1. Because they are asked.
2. Recognition.
3. A person has a leadership role in your organization.
4. A need to improve the quality of community life.
5. A belief in your organization's goals.
6. An intense interest in your project.
7. Peer pressure.
8. Admiration for your leader.
9. Good business.

Pathway to Profits

A 10 Step Process

A. Get Commitment from Committee Members

1. Sales Staff.
2. Public Relations.
3. Accounting.

B. Every Committee Member Should Buy a Brick

1. Shows commitment to project.
2. They will have product to show prospects.
3. Order immediately to set up brick display.

C. Have a "Kick Off" Event

1. Breakfast, lunch, dinner, etc., for entire community.
2. Discuss goals:
 - a. Establish a theme for your project.
 - b. Number of bricks to be sold.
 - c. Set a timeline for sales.
 - d. Set a monthly goal for sales.
3. Discuss objectives - what the proceeds will build for your organization.
4. Have brochures and order forms ready for everyone - remember everyone can sell.
5. Have bricks on display.

D. Send Out Media Releases

1. The compelling need for your project.
2. The goal of your fundraising.
3. Quotes from community leaders.
4. Cost of bricks and how to contact your organization to buy bricks.

Pathway to Profits

A 10 Step Process, continued

E. Hold Monthly Team Meetings

1. Check progress vs. goal.
2. Keep team energized.
3. Resolve any challenges.

F. Keep It Going

1. Hold special events, picnics, BBQ's, mixers , etc., to promote sales.
2. Keep the media advised and involved.
3. Visit service clubs, trade organizations, community organizations to promote your project and sales.
4. Continue to recruit new team members.

G. Recognize Donors

1. Send Donor Certificate immediately.
2. Keep a large display of donors' names.
3. Advise media of corporate and community donors.

H. We're Almost There

1. A last minute appeal, in the media, to meet your goal.
2. Phone campaign with the appeal.
3. Run newspaper ads showing you are almost over the top. (Ask for donated ad space.)

I. Finalize the Campaign

1. Send final order to **ENGRAVESTONE.**
2. Close the books.
3. Count the money.

J. Celebrate a Successful Fundraiser

1. A community-wide wrap up party.
2. Recognize special donors.
3. Recognize team members.

Possible Themes for Campaigns

1. Leave Your Impression in Our Walk of Fame.
2. Leave Your Impression in Our Wall of Fame.
3. Paving the Future to (our project).
4. Pave a Path to (our project).
5. Engrave Your Name in the History of (our project).
6. Take Your Place in History.
7. Buy a Brick and Build a (our project).
8. We are building (our project) Brick by Brick.
9. Historic Bricks will Build (our project).
10. Prime Real Estate for Sale @ \$xx for a
4" x 8" Lot.

Sample Certificate of Recognition



The Community Service Organization

Recognition of Participation

Donor

Thank you for your generous donation to
the River City Playground Program

President Brick Number Date

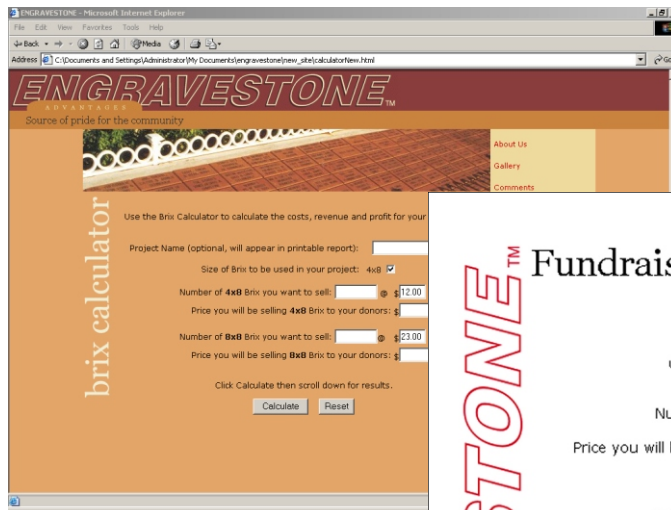


This is a sample recognition certificate. Most word processing and publishing software comes with templates you can use in making custom certificates.

BrixCalculator

ENGRAVESTONE will provide your engraved brix at an agreed cost. The difference between the donor price and this cost is the amount raised for your organization. ***It really is that simple!***

To get an idea of the tremendous profit potential, go to <http://engravestone.com/calculator.html> and use the BrixCalculator to forecast your profits. Then print a report that you can include with this Fundraising Guide for an even more convincing fundraising presentation.



ENGRAVESTONE™

Fundraising Projections

for
State University
using ENGRAVESTONE engraved Brix.

Number of 4x8 Brix you want to sell: XX
Price you will be selling 4x8 Brix to your donors: \$XX
Your cost per 4x8 Brix: <\$XX.XX>
Number of 8x8 Brix you want to sell: XX
Price you will be selling 8x8 Brix to your donors: \$XX
Your cost per 8x8 Brix: <\$XX.XX>

Total Revenue generated from donations: \$X.XX
Your Total Cost for Brix for your project: <\$X.XX>
Total Brix Profits for your project: \$X.XX

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Create-a-form

We have developed an easy to use web based interface that allows you to create an order form that you can then print right from your browser and reproduce to give out to your donors or use as a template for your art department. Go to <http://www.engravestone.com/guide/create-a-form.html> to start using Create-a-Form.

The screenshot shows a web browser window displaying the ENGRAVESTONE website. The page is titled "State University" and "Alumni Walk of Fame". It features a section for "Walk on Your Favorite Alumni. Buy a Brick!!!". Below this, there are instructions and a grid of boxes for entering names. The grid is divided into two columns, each with two rows of boxes. The first row of each column is labeled "4 x 8 - \$50" and the second row is labeled "8 x 8 - \$100". At the bottom of the page, there is a payment section with fields for "Your Details" (Name, Address, City, State, Zip, Home Phone, Work Phone, Email) and "Method of Payment" (Check, Credit Card, American Express, Discover). The credit card section includes fields for "Name on card", "Card Number", and "Expiration Date".