

Character Builders Info

Call ICARE toll free at 1.888.434.9085
to discuss your ideas and needs.

Booklet Overview

Congratulations on making the commitment to build a Community of Character! In the following report you will learn how the Character Builders booklet can help you accomplish five goals:

- Build awareness about character
- Gain business support
- Collaborate with your city, chamber, & community
- Promote your cause
- Raise funds to better your community

Description & Attributes: With 12 pages of content and 60 tips, this easy-to-use booklet emphasizes one word per month promoting 12 character qualities such as truthfulness, sincerity, and responsibility. The inside is full-color, adding to the interest and readability. Each year a new artistic cover promotes character ideals. The booklet size, 8.5 x 3.75, fits a #10 envelope for easy distribution, or it can be tucked away in a desk drawer or glove compartment for quick reference.

The Author of Character Builders is Marlene Chism, who is working collaboratively with the Character Training Institute of Oklahoma City. Marlene is available to consult with community Character Councils to discuss which level of involvement best fits their needs for fundraising, promotional, and educational purposes.

Level One is the standard booklet with 12 character words from the *Character First!* curriculum. Each year, 12 new words or word combinations will be introduced. Level Two is the same booklet with customization options. Although the booklets are identical in content, each option offers various strategies for community awareness, outreach, and fundraising. Level One works well if your community simply wants booklets for individual businesses to use. With Level One, you don't worry about getting sponsors or placing logos. Level One is a simple approach to raising funds and getting materials to businesses that want a little something extra to reach their promotional or educational goals.

Level One Pricing:

- Description: Standard booklet without imprinting
- Fundraising: Character Council sends out an order form to generate orders from individual businesses that want to purchase allotments of 100 or more. The single orders are tabulated to equal the total units ordered.

Units Ordered	Price Per Unit	Total Price
3,000	\$2.00	\$6,000
5,000	\$1.50	\$7,500
10,000	\$1.25	\$12,500

Level One Fundraising Example: Martin Character Council offers the booklets to their community for \$2.50 each. Thirty orders are placed: ten companies purchase 100 booklets, ten companies purchase 200 booklets and ten companies purchase 300 booklets. All companies pay \$2.50 per unit. The total combined order is 6,000 booklets. The wholesale price for 6,000 booklets delivered to Martin is \$9,000 (plus shipping and handling). The Character Council retails the 6,000 booklets for \$15,000, making a profit of \$6,000.

Level Two offers sponsorship opportunities and works well for communities that have the energy and resources to make a big event even bigger.

Level Two Pricing:

- Description: Booklet with multiple imprints.
- Fundraising: Funds are raised by obtaining sponsors that want logo placement on the front and/or back of the booklet cover.
- Options: Place a Character Council or Community logo on the front and all other logos on the back, or print Gold Sponsor logos on the front and Silver Sponsor logos on the back.

Units Ordered	Price Per Unit	Total Price
3,000	\$2.20	\$6,600
5,000	\$1.80	\$9,000
10,000	\$1.50	\$15,000
20,000	\$1.20	\$24,000
21,000 +	\$0.99	

Level Two Fundraising Example: Martin Character Council decides to distribute 10,000 booklets in their community. Their wholesale price is \$15,000. To break even, they would need 20 sponsors to pay \$750 each.

If the Character Council wants to raise more funds, they could charge \$850 for each sponsorship. The sponsors would pay a total of \$17,000 and the Character Council would profit \$2,000. If the Character Council wants to profit \$10,000, they must raise a total of \$25,000 in sponsorship money.

Another option is to print Gold Sponsor logos on the front of the booklet and Silver Sponsor logos on the back. If six Gold Sponsors paid \$1250 and twenty Silver Sponsors paid \$875, it would total \$25,000 in sponsorships, yielding \$10,000 profit for the Character Council.

If Gold Sponsors receive 300 booklets with each sponsorship and Silver Sponsors receive 200 booklets each, the Character Council still has 4,200 booklets for distribution in the community.

Now the Character Council must decide how to distribute the remaining booklets. Perhaps they can do this at a big community event, sports competition, or through the local Chamber of Commerce.

Get help choosing the right way for your community when you call ICARE at 1.888.434.9085 to discuss your needs and ideas.



Character Builders Info

Call ICARE toll free at 1.888.434.9085
to discuss your ideas and needs.

Level One Overview

Level One works well when small companies want to purchase booklets to give to customers or employees, but aren't interested in sponsoring a collaborative booklet. Let's say you have 30 small businesses that want to purchase 100 booklets at \$2.50 each, then your community could participate at Level One by ordering 3,000 booklets. The booklets can be ordered without logo imprints. The buying companies can put a sticker on the front cover for advertising purposes.

Another option at Level One is to have one community logo printed on the cover. If you are a community with a small budget, little experience in fundraising, or if you simply want a hassle-free way to get lots of character products into your community, you might also consider Level One participation.

Your total order must be 3,000 booklets or more. However, you may divide it into many small orders. For example, if you have 30 businesses that want to order 100 booklets each, your total order would equal the minimum. ICARE will supply the order forms and will give you the systems to make the process seamless. You can order as many booklets as you want. ICARE would ship the entire order to you and you would be responsible to fulfill the individual orders.

Level One Features:

- Minimum total order of 3000
- Order combining allows businesses of various sizes to participate
- Convenient pricing for small quantity orders
- Option of one logo imprint on the cover
- Businesses can place a label on the front or back cover to represent themselves
- No work involved in gathering logos
- Funds are raised from retail pricing
- Easy forms for business members to place individual orders
- Easy order processes make ordering easy
- Ordering is done all at one time (like a Girl Scout cookie campaign)
- Option to use convenient internet order processing (ICARE can set up a shopping cart to help you process your orders)

Level One Restrictions:

- Minimum total order of 3000 booklets
- Limited imprinting (community logo on front of booklet)

Level One Fundraising is easy. The more orders you take, the more money you make. It's that simple. You offer the booklets to local businesses in quantities of 100 or more at the retail price of \$2.50 per booklet. Once you collect a minimum total order of 3,000 booklets, you are ready to print them at \$2.00 each. This will yield a \$1,500 profit (less shipping and handling). The more booklets you print, the lower your unit price, and the more profit you can make.

Units Ordered	Price Per Unit	Retail Price	Total Profit
3,000	\$2.00	\$2.50	\$1,500
5,000	\$1.50	\$2.50	\$5,000
10,000+	\$1.25	\$2.50	\$12,500+

Level One Example:

Let's say that you get 10 orders of 100 and 20 orders of 250 booklets, for a combined total of 6,000 booklets. Your cost is \$9,000, but with your mark-up, you would receive \$15,000 (a profit of \$6,000). If the same community has a combined order of 20,000 booklets, the cost is \$25,000 (\$1.25 per booklet), you sell them for \$50,000 (\$2.50 per booklet), and receive a profit of \$25,000 (less shipping and handling).

If forty businesses ordered a combined total of 8,000 booklets, your cost would be \$12,000 (8,000 x \$1.50), the income would be \$20,000 (8,000 x 2.50), and your profit would be \$8,000 (\$20,000 - \$12,000).

Core Guidelines for Level One:

1. Decide on your financial goals and the date you would like to offer and receive your allotment of booklets. The financial goals determine how many sales you need to make.
2. Set up with ICARE to get needed materials for the campaign.
 - a) Set up a consulting session to explain the process.
 - b) Determine whether you want to take orders from your chamber or from the ICARE shopping cart via credit card. (You will gain more if you collect individual orders and then send one large order to ICARE. Please ask for clarification on this.)
 - c) Set up your order form that can be faxed to potential buyers.
3. Offer the order form provided or the ICARE sign-up link to your businesses.
4. Decide if your booklets will have your Character Council logo, community logo, or no logo.
 - a) If you are using a logo, send the logo to ICARE in the proper format.
5. Set up a system for delivering the product to the buying organizations.
 - a) On the date of delivery, your chamber or community will receive the entire allotment of booklets to be divided and delivered to the buyers.
 - b) Who will be your community contact person?
 - c) How will the booklets be delivered to each business?
6. Hold a meeting with your buyers and tell them how to get the most out of their new product.
 - a) Explain how to use them for employee training along with *Character First!* materials.
 - b) Show them ways to hand them out to customers, especially businesses like banks or storefront businesses that retail their products.
 - c) Encourage businesses to donate to schools or during other events such as PTA meetings.
 - d) Show businesses how to place a gold or silver label on the booklet to use them as promotional items at trade shows or other events.

Character Builders Info

Call ICARE toll free at 1.888.434.9085
to discuss your ideas and needs.

Level Two Overview

Level Two is for communities that want to order a large quantity to be distributed into the community, raise money, and attract business sponsors. When sponsors know that their business logo will be distributed into the community, it encourages them to take advantage of placing their logos on the outside covers while spreading the character message.

Level Two Strategy & Planning:

Whereas Level One simply requires you to take orders and distribute them to the businesses that purchase the booklets, Level Two requires strategy and planning. You can't ask businesses for money if you don't know how the business will benefit.

At Level Two you must decide, for example, if sponsoring businesses get to keep an allotment of booklets to pass out, or will the booklets be distributed at a large community event where the sponsors are recognized?

There are many questions you need to answer before deciding on Level Two, and ICARE can help you each step of the way to make the best decisions for your situation. The goal is to make this valuable and beneficial for the community, the sponsors, and the individuals who receive the booklets. For example, you need to know up front how much money you want to raise and how to design a program where sponsors who pay for the booklets get exposure and help you raise funds.

Decision Checklist:

- How much money do you want to raise?
- What will you charge for sponsorship?
- Are there different sponsorship levels, such as Gold on front and Silver on back?
- What are the parameters and qualifications for sponsorship?
- How many logos will you permit on the front or back?
- How will you handle companies that don't qualify?
- How will the booklets be distributed to the community?
- What challenges might occur as a result of companies competing to buy sponsorships?

Level Two Features:

- Minimum order of 3000
- Collaborative sponsorship opportunities
- Opportunities to highlight sponsors at community events
- You decide pricing for Gold, Silver, and Bronze sponsors

Core Guidelines for Level Two:

Now that you have reviewed the basic information, there are some core guidelines which you can adjust to meet your needs. These guidelines are based on a 10,000 distribution order. Remember this principle: the higher number of booklets you distribute into the community, the higher your sponsorship fees.

1. Decide how many sponsors and how to divide the sponsorships. For example, you might offer a total of 18 sponsorships: six Gold sponsors at \$1,800 = \$10,800 and twelve Silver sponsors at \$1,200 = \$14,400 (Or offer only one type of sponsorship and put logos on the back cover for simplicity.)

Core Guidelines Continued:

2. Create a formula for sponsorship fees. In a sponsor's mind, there is a big difference between having a logo on 10,000 pieces versus having their logo imprinted on only 3,000 pieces. Obviously, the more booklets you plan to distribute, the more you can justify the sponsorship investment.

For example, let's say you want to distribute 10,000 booklets. The total cost is \$1.25 per booklet (\$12,500 total). You get six Gold sponsors at \$1,800 each and twelve Silver sponsors at \$1,200 each, bringing your total sponsorships to \$25,200. Subtract the booklet expense of \$12,500, and your Character Council receives a profit of \$12,700. In addition, you now have 10,000 booklets to distribute to your community!

3. Decide how to distribute. How many will you give to sponsors? How many will you distribute in the community? For example, if all the sponsors receive 200 booklets, that leaves your Character Council a total of 6,400 booklets to distribute (at an opening football game, concert, or other event).

4. Decide how you will gain exposure for the event. Do you have a homecoming, special concert or banquet open to the public? How will you introduce sponsors at the event? Can you highlight them at a Chamber meeting? Will they be profiled in a local business journal?

5. Set up your systems to handle and process orders. How will this offer be made? Who or what kinds of companies qualify as sponsors? Who will take care of order processing and collecting money? How do you expect sponsors to pay—up front, checks only, or credit card? Who will be the contact person to work with ICARE?

6. Get a media sponsor who will help you gain exposure for your booklet sponsors.

Additional Options:

A distribution of 10,000 is small when you consider the scope of a community-wide outreach. However, if you increase your quantity, you must increase your sponsorships to meet the same profit goals.

Quantity	Booklet Price	Total Cost	Goal	Sponsorship
5,000	\$1.80 ea	\$9,000	\$10,000	\$19,000
10,000	\$1.50 ea	\$15,000	\$10,000	\$25,000
20,000	\$1.20 ea	\$24,000	\$10,000	\$34,000

Make sure you give your sponsors exposure for their dollars. They want to be a part of your program, but they also want to be recognized for their contribution.

- Offer more sponsors and decrease the fee per sponsor.
- Sell listings for blank pages inside the booklet at a lower sponsorship rate.
- Make all sponsorship fees the same without dividing between Gold, Silver, and Bronze. Offer "first come, first serve" for who gets placed on the front or back.
- Place ALL sponsors on the back cover and put your community logo on the front.