



Fundraising
for the ones
that matter
most to
you.

HELLO FROM **GBC** fundraising

During these unprecedented times, the look of fundraising and connection with your supporters has changed. Events, public gatherings and door to door will not work right now. As fundraising partners for over 70 years, GBC is here to assist you in all your fundraising efforts. We have some excellent solutions that will maintain social awareness and engagement without physical proximity. As we all adapt to the changing landscape, we are working tirelessly to facilitate your fundraising efforts through this time as well as improve your experience going forward!

STAY TUNED FOR THESE NEW OFFERINGS

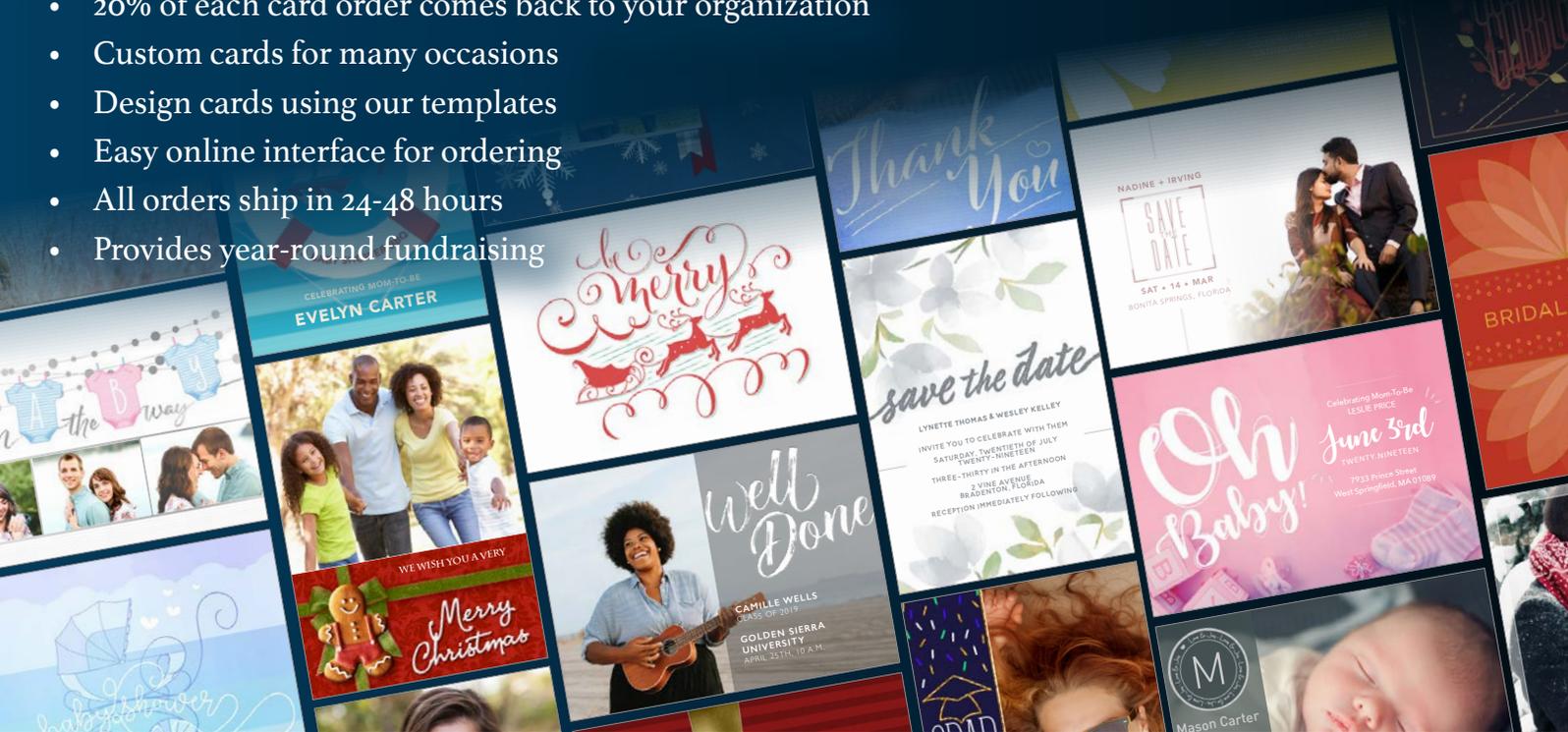
- new website launch
- easy access resources
- improved card ordering interface
- making fundraising even easier and more approachable for your supporters
- simple ordering system
- quick turnaround time
- new product options
- providing new opportunities to increase fundraising potential for you



Custom Greeting Cards for all Occasions

A WIN FOR YOU AND YOUR SUPPORTERS

- 20% of each card order comes back to your organization
- Custom cards for many occasions
- Design cards using our templates
- Easy online interface for ordering
- All orders ship in 24-48 hours
- Provides year-round fundraising



Ready To Get Started? Reach out to us!

www.gordonbernard.com | 1.800.531.1484 | sales@gordonbernard.com

GBC fundraising

GET YOUR SUPPORTERS ONBOARD, HERE'S WHY..



DETAILS

- Custom cards for all occasions
- 20% back to your organization on all orders
- Easy online ordering
- Items ship within 24-48 hours
- Proceeds sent to organization quarterly



BENEFITS

- Help support the fundraising goals of your organization
- Create custom items that are personal and more meaningful!



PARTICIPATE

- Create an account (email and password)
- Browse our library of templates for your occasion
- Upload your photos and customize the text on your item
- Place your order



Earning Potential of the card program

Average Order	\$65	\$65
Orders per Month	10	15
Annual Sales	\$7,800	\$11,700
Funds to your Group	\$1,170	\$1,755

The card fundraiser promotes revenue generation throughout the year.

It integrates well with our calendar fundraising project allowing for stronger fund generation.



3 Easy Ways to Promote Your Fundraiser

Social Media

Social media is an obvious choice for the promotion of the program. It allows for simple, consistent and cost effective communication with your supporters. Creating awareness throughout the year is key to the success of your project.

Email

Email is a great way to deliver more detailed communications to your supporters if you have the ability. Communicating via email several times throughout the year will allow you to explain program details. It will also allow you to inform your supporters on how their participation will help your organization.

Word of mouth

Promotion should be a team effort. Remind your supporters that they can share the details of the program with their friends, family and acquaintances! People do not need to be directly associated with your organization to promote and participate (purchase cards) in this project.



Make it Personal

Tell a Story

Help people connect to your cause by sharing how the funds you have raised in the past have been used to benefit the organization. Stories allow people to relate to the issue on a personal level.

Share Your Vision

Explain what you hope to do/achieve with the funds that you are raising. People will usually be more motivated to help once they understand the details and purpose.

Always Educate

Every time you communicate is a chance to educate people about your cause. Be clear and explain why and how you do what you do, and why it matters!

calendars

Customized for your group with so many options to feature your cause and your greatest needs.

So many of our customers say GBC Calendars are the most time effective fundraiser they do all year!



MARCH 2020

FIRE SAFETY FACT
Check your smoke detector to see if it's working properly.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7
9	10 CHANGE YOUR CLOCK	11	12	13	14
16	17 11 HOURS DAY	18	19	20	21
23	24	25	26	27	28
30	31	CHANGE YOUR BATTERY			

11 S & M Woodworking, LLC
1000 S. 10th St.
204-761-1000

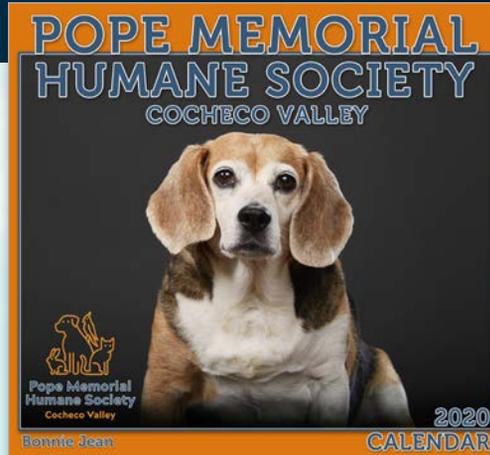
Key Handy Remodeling & Construction
204-761-1000, 204-761-1000
Other Cities: 204-761-1000

KIRALIGIE BRICI FINESTRE
1000 S. 10th St.
204-761-1000

GBC CALENDARS ARE A GREAT WAY TO RAISE FUNDS FOR YOUR GROUP!

- Unlimited profit potential
- You set your own prices and keep the profit.
- Calendars are needed, used daily and replaced every year
- Advertising is a way to support your local business community while they support you!

1. PHOTO SPONSOR
2. MONTHLY PHOTOS
3. HOLIDAYS, EVENTS and TIPS
4. PAD OVERPRINT
5. DISPLAY ADS
6. ORGANIZATIONAL COPY
7. *ADD DONATION LETTER OR WISH LIST FOR ADDITIONAL REVENUE.



OCTOBER 2020

FIRE SAFETY FACT
Challenges occur on a regular basis when it comes to a changing climate. Challenges will occur unless climate is changed or kept steady.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 2019 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

“Fire Prevention Week”

KLB&CO
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Printing, Decorating and more for
Business To Clearly See You!

Northland Fire Protection District
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763-825-1100 - www.northlandfire.com
“A Fair Service Fire Protection Company”

BPSF
Brainerd Public Schools Foundation

Junior Achievement
of The Upper Midwest, Inc.

Ready To Get Started? Reach out to us!

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WINNING STRATEGIES:

- Offer our NEW Custom Card Fundraiser
- Promote your Organization Year-Round
- Stay Engaged with your Donor Base

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1.800.531.1484
sales@gordonbernard.com

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Address Service Requested

At GBC Fundraising, our longevity, reputation, professionalism and reliability set us apart from other fundraisers. Since opening our doors in 1949, we have printed millions of fundraising items for thousands of non-profit organizations. We take pride in standing by our products and providing the best possible experience to our customers. We would be thrilled to work with you!