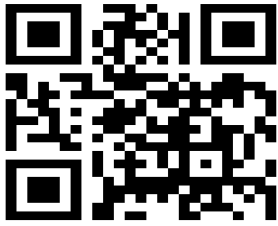


STONE ENGRAVING ONTARIO

www.rockyourworld.ca sales@rockyourworld.ca

289-231-8751 Alliston, Ontario



Fundraising Guide

Helping people and organizations achieve their fundraising goals one engraved brick at a time.



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Company Information

Stone Engraving Ontario (SEO) and its web site www.rockyourworld.ca, was established in 2005 and is a full time stone engraving business located just north of Toronto in Alliston, Ontario. We provide custom engraved products for fundraising such as bricks, paving stones and tiles to schools, churches, not for profit groups and community organizations across Canada who are seeking an effective and proven method to raise funds. We are the largest supplier of engraved bricks in Canada and we can produce any quantity of engraved bricks or custom specialized products so please contact us to see what we can do for you. With our expertise and experience, your group can offer quality, personalized engraved donor bricks at an attractive price that will be cherished for years to come.

If you are looking a way to raise much needed funds, you have come to the right place. Engraved bricks are perfect for garden walks, memorial gardens, outdoor classrooms or walls and can be used indoors or out.

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(3) FUNDRAISING WITH ENGRAVED BRICKS FAQ

Why do a brick fundraising program?

Fundraising programs using engraved bricks, tiles or paving stones (also known as 'pavers'), are a win-win proposition for any organization or community project. Personalized pavers make an indelible and lasting connection between the customer and the fundraising organization and add aesthetic appeal to the area chosen.

Engraved bricks have a proven track record and have been used with success to raise substantial revenue for many great causes.

Do you offer tiered pricing or minimum quantities?

Offering tiered pricing and minimum quantities affords some protection to the engraver but does not support the customers fund raising efforts. We offer our best price regardless of quantity and in this way we are both vested to make your program a success. It also provides a consistent model for future planning as many successful projects span a couple of years.

What size pavers should we use, 4x8, 8x8 or 12x12 pavers or all?

All. The goal of any fundraising campaign is to raise revenue. By offering multiple products you can tier your pricing to make additional revenue. Individuals, families and business sponsors will often step up to a higher donation for more lines of text or logos for greater visible recognition. Our most successful brick fundraising projects have used tiered pricing.

When should I start my brick fundraising program?

As soon as you can. The longer the time line between marketing and installation, the more bricks you will sell. The first steps are simple and we can help you to get your program up and running quickly. Our experience shows that successful marketing leads to successful fundraising.

What process do you use to engrave bricks?

The process we use to engrave our bricks is sandblasting. This allows us to provide a deep, permanent engraving, the engraved areas are then painted with paint made specific for stone applications. This is not possible using laser engraving.

Do you guarantee your work?

Yes, we will replace any engraved product if it is chipped, cracked or broken during shipping or if there is an engraving discrepancy that does not agree with the customer supplied list for up to ten days from date of delivery. We use the best stone paint available but cannot guarantee the paint as there are too many factors we cannot control like the use of ice melter, salt etc... Please review our product care on page 10.

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How many characters per line will fit onto a brick?

The number of characters depends on the size of the brick. A character is determined to mean any letter, number, space or punctuation mark. We can engrave any size brick but show the most popular bricks below.

4" x 8"	18 Characters per line, max
8" x 8"	18 Characters per line, max
12" x 12"	21 Characters per line, max

How many lines can we place on a brick?

The number of lines depends on the size of the brick.

4" x 8"	includes 2 Lines of text, 3 Lines max for additional cost
8" x 8"	includes 4 Lines of text, 5 Lines max for additional cost
12" x 12"	includes 6 Lines of text, 7 Lines max for additional cost

What type of font can we choose on the brick?

We only use Calibri Bold, this version is an engravers font designed for brick engraving so engraved letters and characters will have sharp, clean lines. Please note that due to the engraved character size, **only upper case letters** are available.

What type of paving stones or bricks engrave the best?

Clay bricks engrave the best but many others will work as long as the engraving surface is smooth and flat. All bricks are not created equal and bricks with a rough texture or a lot of pockets on the face are not suitable for engraving. *If you are supplying the bricks, it is highly recommended that you provide us with a sample before purchasing the bricks.* The sample brick you provide is used to help evaluate if the brick is a good candidate to be engraved and to determine any potential issues that will affect the quality of the engraving.

Fish Where the Big Fish Are - It's generally more cost-effective to raise money in big chunks than in little ones. Be aware of the fundraising 80/20 rule, which teaches us that a relatively small number of more generous donors account for the lion's share of the net revenue our organizations receive. All of this points to the wisdom of focusing more time, effort, and money on generous and responsive donors and less effort on less productive ones.

Step Up Your Efforts Online - People like convenience and every effort must be made to provide people with an easy way to contribute. "Offer as many donation payment options as possible" such as a web presence with highly visible 'donate now' buttons and easy donate options in emails.

People give to People - Fund raising programs need to be attentive to potential donors, donors need to feel connected to the organization, appreciated and informed. It is very important to thank every person, business, group or organization that donated.

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(4) THE PATHWAY TO PROFITS

STEP 1: DEFINE YOUR PROJECT

Where are the bricks going to be installed? (a new or existing wall, walkway, patio, floor, indoors or outdoors)

What is the square footage of your project? How many bricks in total will you need? Of those, how many do you expect to engrave?

When will the work be started?

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.

Who will do the construction? (Architect? Contractor? Volunteers?)

If more engraved bricks need to be added later they are easily incorporated. *(Blanks can be removed and replaced with engraved bricks)*

Campaigns can last years when enough square footage is planned and enough bricks installed.

STEP 2: CHOOSE BRICK

What type of brick? What Colour? Yours? Ours?

What size bricks? (4"x8", 8"x8" or 12"x12" single bricks)

How will your bricks be designed? How many lines of text, clip art with text, logos...

Check local building supply stores to purchase bricks and let them know if your project is a fundraising effort for the community. They may want to help by providing bricks at low cost, or you can offer to advertise in flyers that the bricks were provided by the stores. They will get free advertisements, and the community will know that local businesses helped support the community. *(Be sure to send us a sample brick 1st to evaluate)*

STEP 3: CAMPAIGN

How much will you charge for each brick? Consider the size of your project, cost of installation and the demographics of your prospective donors. Installation is your biggest expense. Maximize your profits by finding volunteers to install your bricks. Cont...

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If using a professional contractor to install bricks ask for an estimate, consider this before setting a campaign price. 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.

Bring in corporate sponsors. Company bricks can include single colour logos and you can charge sponsors two to three times your campaign price.

Offer donors the opportunity to purchase a duplicate brick at a cheaper price. This program adds no additional work and provides your organization another opportunity to raise additional revenue for your cause. Donor's can display their duplicate bricks at their home, garden, or business and this will provide more exposure.

How will donors order bricks? 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 to suit.

Recognize donors and send donor certificates immediately, keep a large display of donor's names and advise media of corporate and community donors. Most word processing software includes templates for creating certificates or they can be downloaded from the internet.

STEP 4: MARKETING

Send out media releases detailing the compelling need for your project, the goal of your fundraising, quotes from community leaders, the cost and how to contact your organization to purchase bricks. Keep the media advised and involved.

Hold special events, picnics, BBQ's, mixers etc., to promote sales. Visit service clubs, trade organizations and community organizations to promote your project and keep sales going.

STEP 5: CREATE DONOR LIST

When you start to receive orders you will need to maintain a computer generated donor list. Your donor list can be easily created by your Campaign Organizer using simple word processing software like windows Notepad or MS Word. Please review the 'Sample Electronic list'.

STEP 6: CONTACT US

We will import your text file directly into our software which eliminates errors. We require an electronic donor list in .txt or .doc format with **unformatted** text. We will format your text and that includes centering the text on the bricks.

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(5) PRICING AND POTENTIAL PROFITS

Brick Engraving & Blank brick pricing - *Minimum order qty is 10 bricks*

"The stated quantity of characters per line includes spaces and punctuation marks"

4" x 8" engraving cost per brick = **\$12.75**, includes up to 2 lines of text, 18 characters per line, add 1 additional line of text for **\$1.00**, max 3 lines in total

4"x8" Blank bricks = **\$1.00** each, (no logo engraving available for this size brick)

eg: (Qty 1) 4"x8" engraved brick with 2 lines of text and the blank = **\$13.75**

8" x 8" engraving cost per brick = **\$22.25**, includes up to 4 lines of text **or** a single colour logo, text lines are 18 characters per line, add 1 additional line of text for **\$1.00**, max 6 lines in total, 8"x8" Blank bricks = **\$1.70** each

eg: (qty 1) 8"x8" engraved brick with 4 lines of text or logo and the blank = **\$23.95**

12" x 12" engraving cost per brick = **\$47.25**, includes up to 6 lines of text **or** a single colour logo, text lines are 21 characters per line, add 1 additional line of text for **\$1.50**, max 8 lines in total, 12"x12" Blank bricks = **\$2.35** each

eg: (qty 1) 12"x12" engraved brick with 6 lines of text or logo and the blank = **\$49.60**

For logo's we require the logo in vector format, acceptable formats include .EPS, .CDR (X5 or earlier), .DWG or .DXF. Please note that JPG or PDF are not acceptable formats.

Shipping Costs vary depending on the required 'ship to' location. A good estimate is \$700 regardless of the quantity of bricks on a skid. That can equate to \$1 to \$9 extra per brick to cover the shipping so with more bricks on a skid the per brick shipping cost will be lower. Please be sure to plan the shipping cost into the price charged per brick in your campaign.

Potential Profits from a Donor Brick Fundraiser

Retail donor 4x8 brick prices typically charged by fund raising organizations are \$30 \$35 \$50 \$75 \$100 \$200. Below are several scenarios based upon different retail prices of 4" x 8" bricks and an initial quantity of 500 pieces.

Brick retail 4x8	\$35.00	\$50.00	\$75.00	\$100.00	\$200.00
Gross profit	\$17,500	\$25,000	\$37,500	\$50,000	\$100,000
Cost of engraving	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500
Cost of brick	\$500	\$500	\$500	\$500	\$500
Estimated shipping	\$700	\$700	\$700	\$700	\$700
Net Profit 500 bricks	\$10,000	\$17,500	\$30,000	\$42,500	\$92,500
Net profit 1000 bricks	\$20,000	\$35,000	\$60,000	\$85,000	\$185,000
Net profit 2500 bricks	\$50,000	\$87,500	\$150,000	\$212,500	\$462,500
Net profit 5000 bricks	\$100,000	\$175,000	\$300,000	\$425,000	\$925,000

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(6) POSSIBLE THEMES FOR CAMPAIGNS

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

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(7) SAMPLE PRESS RELEASE

Your Community Service Organization
123 Main Street
Yourtown, On, Postal Code

CONTACT: Jane Doe January 25, 2012
(123) 555-5555

FOR IMMEDIATE RELEASE

ENGRAVED BRICKS PAVE THE WAY FOR NEW PLAYGROUND

Community Service Organization (who) has kicked off a campaign (what) offering engraved bricks to individuals, groups, clubs, and businesses to help build a new community playground (why) at Forest Park in River City (where). Bricks sales began today and will continue until March 15, 2012 (when).

Linda Jones, President of the Community Service Organization, said the new playground will benefit all River City children and families. A brick walkway constructed of engraved bricks will lead to the entrance of the new playground (how).

Brick order forms are available from any Community Service Organization member, the Public Library, Chamber of Commerce, City Hall or online at www.ourorderform.com.

Cost of the bricks are \$50 for a 4"x8" brick , \$100 for the 8"x8" brick and \$200 for the 12"x12" size brick.

(Remember that the first paragraph must include who, what, when, where, and why. The second paragraph must include how.)

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(8) SAMPLE CERTIFICATE OF RECOGNITION

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.

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(9) SAMPLE ENGRAVED BRICK ORDER FORM

**TCAS Crusade for Children
Walk of Fame
Commemorative Brick Order Form**

NOTE: Please use one form for each brick order

NAME: _____
 STREET / TOWN: _____
 PROV / POSTAL CODE: _____
 DAYTIME PHONE # _____ - _____ - _____ EXT _____

PLEASE SELECT A BRICK SIZE

4" X 8" = \$50 A duplicate stone for you 4" X 8" = \$35

Engraved message maximum 2 lines, 18 upper case characters including spaces and punctuation

8" X 8" = \$100 A duplicate stone for you 4" X 8" = \$70

Engraved message maximum 4 lines, 18 upper case characters including spaces and punctuation

12" X 12" = \$200 A duplicate stone for you 4" X 8" = \$150

Engraved message maximum 6 lines, 21 upper case characters including spaces and punctuation
 Please note: you can also have a logo on a 12" x 12" stone. please call for details

Payment Information: Check Visa Master Card American Express

Credit Card Number: _____

Expiration date: _____

Make checks payable to: TCAS Crusade for Children

TOTAL

Mail this form to: TCAS Crusade for Children
 555 Newlane Drive, Yourtown, ON., R1W3E4

Questions? Tel: (555)124-5565
 Fax (555)124-5566 or email info@tcas.com

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(10) CLEANING AND MAINTENANCE

IMPORTANT: NEVER use a high pressure power washer on your engraved paving stones as this will damage the paint & sealer coat. After the installation process is complete you will must apply a quality sealer to protect the paint, the engraving and the stone itself, most professional installers will insist this be done. Sealing helps to protect the paving stones and paint from damage caused by UV rays, salt and stains ensuring they will last for decades. Brick pavers are easily maintained which is why they are used so extensively all around the world. Most paving stone suppliers guarantee their stones for 25 to 30 years and some offer lifetime guarantees but only if the paving stones or bricks receive proper maintenance. We use the very best stone paint that is available and the engraved areas on each stone will get 4 coats. The paint is expected to last 10 years but we are not able to guarantee the paint once the pavers are placed into the ground as there are just too many factors out of our control that may impact the painted surface. For this reason we always engrave to the perfect depth so that if the paint is compromised it will still be legible.

Here is a list of simple maintenance tasks which will help keep your installation looking clean and the colours fresh for many years to come.

1. After the first couple years, you will begin to notice that your brick pavers are looking a bit dull. If this is the case then they are in need of a resealing application. This procedure is quite easy to carry out. First you must clean the pavers and leave them to air dry. Once they are fully dry you can then begin to seal them using a specially formulated brick paver sealer which is applied with a roller.
2. Debris, grime and dirt are the number one reason that stains will occur on brick paving stones or bricks. Warm, soapy water can restore paving stones back to their original state. Pour this solution over the affected area and leave it to soak for a couple of minutes then sweep the area using a *soft bristle* broom to ensure all dirt and grime is removed. Wash off using a standard low pressure garden hose and let dry.
3. A standard low pressure garden hose will be needed for this next maintenance suggestion. Periodic rinsing of the walkway will remove debris such as dirt, dust and leaves that have come into contact with your engraved brick pavers. Keeping walkways clean is the best defense against staining or discolourations. Regular maintenance will ensure your engraved paving stones look their best and last for many years!

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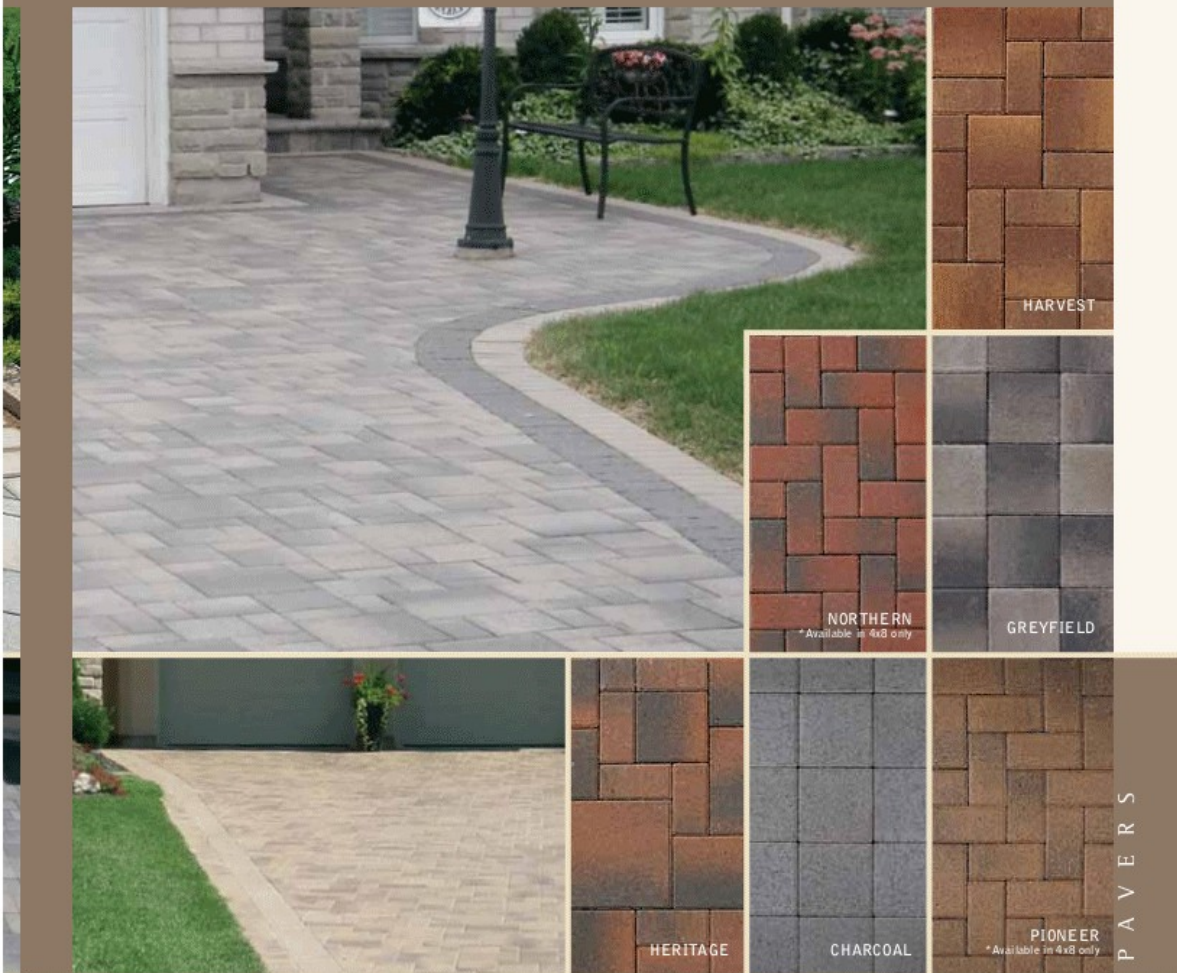
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CLASSIC SERIES

A crisp, pristine appearance featuring both subtle and bold colour patterns

The Classic Series is available in 4x8, 8x8 and 12x12 unit sizes, each one packaged individually for complete design flexibility. Use either a single module size or a combination of all three. This paver has a thickness of 60mm (2.36") and is suitable for pedestrian and light vehicle traffic. The Classic Series' smooth surface offers a refined finishing touch, with the option to choose from a variety of colours.



Above: Paver - Classic Series in Greyfield with Charcoal soldiering Bottom: Paver - Classic Series in Harvest



4x8 Stone
Width 100 mm (3.94")
Length 200 mm (7.87")



8x8 Stone
Width 200 mm (7.87")
Length 200 mm (7.87")



12x12 Stone
Width 300 mm (11.81")
Length 300 mm (11.81")