



## Calendar Sales

The Muskegon Northside Lions Club in Michigan, USA prints and sells 1,000 calendars each year. Each calendar is numbered and the purchaser's name and contact info is recording for each number. Every day, a new number is drawn and prize money is distributed. For this club the profit is US\$10,000 per year. The project brings in around US\$21,500, with US\$9,600 covering prize costs, and around US\$1,500 for administrative costs.

### TIPS FOR SUCCESS:

- Because prize money is given out, the club may need to obtain a State Gambling License.
- Locate a printer willing to help with the project. On average, most printers will charge US\$700-US\$1,000 to print 1,000 calendars. Use a Lion contact to try and find a printer willing to cut costs or even donate the printing.
- Begin selling local sponsorship through advertisements printed on the back of each month. Divide the page into quarters. Sell three ads for the first three quarters and use the fourth quarter to publish facts about your Lions Club and the project that the calendar is sponsoring. Sell the ads for US\$50 each, but promise each sponsor one calendar for free.
- Begin selling the calendars for US\$20 each.
- Number each calendar and record the purchasers contact information on a corresponding receipt with the calendar number on it.
- Determine in advance the prize amount for each day. Weekdays and Saturday: US\$20, Sunday: US\$40, Special day per month (often use holidays): US\$100, Christmas: US\$500. Have the dates for the US\$100 and US\$500 drawings printed in bold and underlined for emphasis that more money can be won on those days.
- Beginning January 1, start drawing numbers to determine the winners. Use your Lions club meeting times to draw numbers for days in advance. This will help make the club feel very involved in this fundraiser and become a regular event at your meeting. Use poker chips instead of paper to draw numbers. Buy 1,000 poker chips and number them from 1 to 1,000. Poker chips are less likely to stick together or to the sides of your barrel/bucket. Put each poker chip back in the barrel once it's drawn for multiple opportunities to win.
- Determine one bookkeeper to record and contact winners.
- Start promoting next year's calendar in October.

*What's your Lions club doing to help save sight through CSFII?*

*Send photos and event details by e-mail to [csfii@lionsclubs.org](mailto:csfii@lionsclubs.org).*