



SELLING POINTS OF THE COMMUNITY SERVICE BOOK FUNDRAISER

1. Hi, My name is _____ and I am with Carolina UVC. (Wear your UVC jersey and carry your marketing sign.)
2. Our team group is raising money and we are selling the Community Service Book which is a locally owned fundraising coupon book.
3. The coupon book is \$20.00 and our UVC team (use your team name as much as you possibly can) will receive \$10.00 for every book we sale.
4. The book has \$9200 worth of coupons from popular restaurants, retail stores, entertainment and services in our community. **SHOW LOGOS ON THE BACK COVER OR INDEX IN YOUR AREA.**
5. The coupons cover our community and surrounding areas (50 sq miles).
6. The book also includes a free Online E-Book Edition which has over \$5700 of coupons and new coupons and merchants are added throughout the year so the value increases until Dec 1, 2010. **SHOW THE ONLINE INSERT IN THE BOOK.**
7. Would you help us raise money for our group by purchasing a discount coupon book?

INDIVIDUAL PRIZE

- Sell 5 books and qualify for a pizza party (3 slices per person)
- Sell 10 books and receive a FREE BOOK or \$10.00 GIFT CARD (TARGET)

STRATEGIC MARKETING AND SELLING:

1. Go to your neighborhood
2. Have your parents take the book and the contact marketing sign to work, church, public places
3. Set up a table at a busy shopping center (get permission from the store first)
4. Set up a table at school, sporting event or parent function
5. Email the customized eNewsletter
6. Group Page (Internet Sales)

QUICK FACTS:

- The book and online edition expires Dec 1, 2010.
- The online edition can be activated online with the activation code
- The majority of coupons in the book are also found online and several of them have double the coupons online.

If you have any questions or need assistance you may contact Sue Ridge at 704-575-0403 (cell), 529-5050 (main office) or sue@trevigroup.net