



After years of working as committee volunteers, and as professional creative and production specialists producing Calendar Fundraisers, we offer the following best practices to assist you in being successful and efficient as possible through this endeavor. Should you find this information valuable, we hope that you'd consider partnering with the **SmithandSalter Creative Solutions** and **Smith Printing** teams in producing your calendar. The focus of this paper is conservation non-profits, like Rocky Mountain Elk Foundation, Ducks Unlimited and National Wild Turkey Federation; however, we've produced successful campaigns for churches, school groups and other organizations utilizing similar practices.

The ultimate goal of the calendar raffle is fundraising. Eye-catching images in your calendar and quality prizes are critical in ensuring that your volunteers have the confidence and means to sell this campaign out and thus, maximizing net revenue.

Typical prizes have been firearms for conservation groups, with some offering a mix of guns and sporting goods store gift cards. The big box stores with offer you a bulk discount on gift cards. Some PTO groups have merely used advertising space to underwrite their calendars.

The Drawing:

When state laws permit, nothing is as arbitrary as using the Pick 3 or 4 numbers from your states lottery. This method keeps buyers engaged, watching the weekly postings and eliminates the need for a public drawing. In states that prohibit the use of the "public's lottery system", groups have opted to have one designated public drawing event where each date is pulled and stored for release on the specified date throughout the coming year.

Leverage your prize purchases for the lowest and best valued products. Partnering with dealers like Davidsons and Reeds has proven to be the most economical source with the best offerings. Both these dealers are familiar with this program and the graphic needs of procuring gun images for print production. Also, check your organizations list of available guns, short of a donation, these guns may be your most economical.

Committee

Getting committee and RD buy-in is critical to this endeavor, as sales are typically done hand-to-hand and outside of other fundraising events such as banquets.

Committee Chairs: we recommend assigning area or specific region ticket chairs to coordinate volunteer buy-in and to facilitate allocation of calendars to chapters. Other committee chairs and duties include: prize procurement, photo chair, calendar shipping chair, advertising, entry card and deposit of funds, winner notification, posting winners on internet, and FFL chair.

We have found that using Google Docs is a great way for the ticket entry chair to input the contact info and numbers associated with all participants. Using Google Docs, allows assigned committee members access to a live document to manage the fluid list of entries and ultimately winners.

Calendar Number	Committee #	Entered Name (Last, First, Middle)	Address 1	City	State	ZIP	Phone	Email	Seller Name
000		Lin George Tim	Brussels	Portage	WI	54989	735-0084		Tim Leahy
001		Lin George Steven	Stark	Kenosha	WI	53142	735-0084	stevensb@me.com	Tim Leahy
002		Lin George Men	Stark	Kenosha	WI	54448	735-0084		Tim Leahy
003		Lin George Tim	LOP	Rothschild	WI	54447	735-0084		Tim Leahy
004		Lin George Joseph	Arnsperk	Sturgeon	WI	54154	735-0084		Tim Leahy
005		Lin George Kurt	Wien	Waukesha	WI	53178	735-0084		Tim Leahy
006		Lin George George	Smith	Sturgeon Falls	WI	54229	735-0084		Tim Leahy
007		Lin George David	Page	Portage	WI	54976	735-0084		Tim Leahy
008		Lin George James	Cooper	Sturgeon	WI	54481	735-0084		Tim Leahy
009		Lin George Mark	Sticker	Harsh	WI	54427	735-0084		Tim Leahy
010		Lin George Mark	Redburner	Rothschild	WI	54427	735-0084		Tony Emmer
011		Lin George Mike	Berman	Kenosha	WI	53116	815-440-0818		Tony Emmer
012		Lin George Brian	Sevin	Green Bay	WI	54113	920-898-8800		Tony Emmer
013		Lin George Tim	Reis	Sturgeon Falls	WI	54151	815-440-0818		Tony Emmer
014	199	Lin George Josh	Wol	Grain	WI	54114	735-0084		
015	176	Lin George Mark	Pollock	Kenosha	WI	49559	815-440-0818		
016	146	Lin George Ross	Bochahn	Rothschild	WI	54427	735-0084		
017	637014	Lin George Todd	Farris	Kenosha	WI	49171	815-440-0818		
018		Lin George Todd	Farris	Kenosha	WI	54541	815-440-0818		Larry Barcher II
019		Lin George Max	Strommer	Waukesha	WI	53186	815-440-0818		Tony Emmer
020		Lin George Samuel	Schur	Sturgeon	WI	54138	815-440-0818		Dennis Barcher
021	13321L	Lin George Kurt	Koski	Green Bay	WI	54901	815-440-0818		
022	LIFE	Lin George Leo	Kaliner	Sturgeon	WI	54150	735-0084		
023		Lin George Bruce	Reese	Kenosha	WI	54147	735-0084		Lin George
024		Lin George Marvin	Koschick	Lake Torchon	WI	54230	735-0084		
025	19455L	Lin George Doree	Joyce	Sturgeon	WI	54181	735-0084		
026		Lin George Earl	Ekke	Frederic	WI	54924	449-6916		Doree Joyce
027		Lin George Ralph	Horn	Sturgeon	WI	54137	815-440-0818		
028		Lin George Edith	Merrill	Kenosha	WI	54149	735-0084		
029		Lin George	Wolcott	Sturgeon	WI	54151	815-440-0818		
030		Lin George Doree	Stoner	Toshoh	WI	54114	815-440-0818		Paul Lukutz
031		Lin George Max	Landmann	Frederic	WI	54917	815-440-0818		Paul Lukutz
032		Lin George Jeffrey	Carlson	Madison	WI	54118	815-440-0818		Paul Lukutz
033		Lin George Bob	Lohmann	York	WI	54906	815-440-0818		Mike Guehrer
034		Lin George Bob	Reich	Frank	WI	54482	815-440-0818		
035		Lin George Brian	Wick	Port Lape	WI	53172	815-440-0818		
036		Lin George John	Thompson	New Richmond	WI	54117	815-440-0818		
037		Lin George Joel	Toway	Madison	WI	54116	815-440-0818		
038		Lin George Scott	Reisen	Madison	WI	54123	815-440-0818		
039		Lin George Ryan and Rob	Ulrich	Madison	WI	54709	815-440-0818		
040		Lin George Carl Paul	Milner	Madison	WI	54116	815-440-0818		
041		Lin George Carl Paul	Lane	Madison	WI	53740	815-440-0818		
042		Lin George Larry	Stanton	Madison	WI	54102	815-440-0818		
043		Lin George John	Stuart	New Richmond	WI	54117	815-440-0818		
044		Lin George Sylea	Charnock	Madison	WI	54791	815-440-0818		
045		Lin George Conrad	Brown	New Richmond	WI	54117	815-440-0818		
046		Lin George Eric	Bryan	New Richmond	WI	54117	815-440-0818		
047		Lin George Vern	Beck	Madison	WI	54114	815-440-0818		
048		Lin George James	Becker	Sturgeon	WI	54139	815-440-0818		
049		Lin George Rob	Horb	Toshoh	WI	54114	815-440-0818		Mike Guehrer
050		Lin George Scott	Appelbarn	Madison	WI	54101	815-440-0818		
051		Lin George Mark	Krepp	Port Lape	WI	53176	815-440-0818		
052		Lin George Vaughn	Kalich	Madison	WI	54104	815-440-0818		Sue Heide
053		Lin George Wendy	Frederick	Madison	WI	54117	815-440-0818		Rose Green
054		Lin George Sony	Malik	Madison	WI	54104	815-440-0818		Rose Green
055		Lin George Peter	Marshall	Madison	WI	54113	815-440-0818		Rose Green
056		Lin George Scott	Levanthorn	Port Lape	WI	54123	815-440-0818		Rose Green
057		Lin George Tom	Hoyler	Madison	WI	54101	815-440-0818		Rose Green
058		Lin George David	Pryst	Madison	WI	54104	815-440-0818		Rose Green
059		Lin George Wendy	Horn	Madison	WI	54101	815-440-0818		Rose Green
060		Lin George Scott	Wagner	Madison	WI	54101	815-440-0818		Rose Green
061		Lin George Jacob	Shaw	Frederic	WI	54942	815-440-0818		Rose Green
062		Lin George Preston	Reis	Madison	WI	54101	815-440-0818		Sue Heide
063		Lin George Thomas	Stout	Madison	WI	54101	815-440-0818		Sue Heide
064		Lin George Tracy	Stoll	Madison	WI	54101	815-440-0818		Sue Heide
065		Lin George Mark	Stout	Madison	WI	54101	815-440-0818		Sue Heide

Google Docs Spreadsheet

Being judicious with the tracking of active calendars is critical. Should a volunteer forget or misplace a group of calendars this will have a negative impact on your net revenue. We have developed (2) forms to assist with this: a shipping log and a sub-manifest. The shipping log is created by your shipping chair who takes volunteer orders and ships the designated lot to the volunteers. This form cites the volunteer's contact info and sequence of numbers sent to them from inventory. The sub-manifest is included in each block of 20 calendars distributed to the volunteers. This form cites the critical nature of accounting for the whereabouts of these raffle calendars and encourages the seller to keep a log of where they are and who they are sold to.

Fundraising Matrix Using Pick 4 Method with variation of numbers assign to the calendar

Lottery Pick 4 with allocating 4 Numbers per Calendar						
<i>Max sell</i>	<i>Price Per</i>	<i>Quantity Sold</i>	<i>Gross Revenue</i>	<i>Calendar Cost</i>	<i>*Prize Budget</i>	<i>Net Revenue</i>
2500	\$ 50.00	2500	\$ 125,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 84,500.00
		2250	\$ 112,500.00	\$ 9,500.00	\$ (50,000.00)	\$ 72,000.00
		2000	\$ 100,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 59,500.00
		1750	\$ 87,500.00	\$ 9,500.00	\$ (50,000.00)	\$ 47,000.00
		1500	\$ 75,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 34,500.00
		1250	\$ 62,500.00	\$ 9,500.00	\$ (50,000.00)	\$ 22,000.00
2500	\$ 60.00	2500	\$ 150,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 109,500.00
		2250	\$ 135,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 94,500.00
		2000	\$ 120,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 79,500.00
		1750	\$ 105,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 64,500.00
		1500	\$ 90,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 49,500.00
		1250	\$ 75,000.00	\$ 9,500.00	\$ (50,000.00)	\$ 34,500.00

Lottery Pick 4 with allocating 2 Numbers per Calendar						
<i>Max sell</i>	<i>Price Per</i>	<i>Quantity Sold</i>	<i>Gross Revenue</i>	<i>Calendar Cost</i>	<i>*Prize Budget</i>	<i>Net Revenue</i>
5000	\$ 50.00	5000	\$ 250,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 197,500.00
		4000	\$ 200,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 147,500.00
		3600	\$ 180,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 127,500.00
		3200	\$ 160,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 107,500.00
		2800	\$ 140,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 87,500.00
		2400	\$ 120,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 67,500.00
5000	\$ 60.00	5000	\$ 300,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 247,500.00
		4000	\$ 240,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 187,500.00
		3600	\$ 216,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 163,500.00
		3200	\$ 192,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 139,500.00
		2800	\$ 168,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 115,500.00
		2400	\$ 144,000.00	\$ (12,500.00)	\$ (40,000.00)	\$ 91,500.00

*Print production costs can vary depending on stocks, supplied art and images, and grouping of multiple calendar runs and common quantities. A collections of 10 versions of 1,000 calendars were produced for \$2.88 per unit.

FFL is a necessity when awarding guns as prizes. We have found that having a member on your committee who carries an FFL is beneficial. We have seen FFL's donate the transfer of guns entirely to charging \$10 - \$15 per gun. Ultimately you should factor any associated expenses into your budget or state within your rules that winners are responsible for associated fees.

Design and Printing

Use high-end photographs in your calendar, everyone like to see beautiful natural images - stay away from snap-shots and personal photographs. Consider opening up photo submission to your state members. Stock photos and our library images are always available to ensure quality.

The SmithandSalter and Smith Printing teams offers premium quality graphics and print production. We believe that by offering an aesthetically pleasing calendar with quality images speaks volumes to consumers about the legitimacy of your campaign and organization. Consider that most participants will hang this calendar on their wall for an entire year.

The number sequencing of these calendars is critical and requires print production with a high-level of quality assurance procedures. Each calendar is in actuality is a raffle ticket with matching numbers that stay with the calendar and go with the entry slip. These numbers must match in order to maintain assurances that the winner is properly identified. In-turn, that data entry is critical to ensure that the numbers and the person's contact information is correct.

WISCONSIN'S 2015 Big Gun Calendar Lottery

First drawing of the Wisconsin Lottery Pick 4 Game.

Model 45 Ultra Compact Pro Series
Model 9MM Ultra Compact Pro
SA 9MM • Taurus M66 357M Revolver
Armory X-Treme Duty 45AP w/XD Gear System
30-06 with Scope
Model Blackhawk 41M Revolver
Center Venture 300WSM
Center Venture 270WSM
American .308 • Ruger American 22-250
Center Omega Dream Season .50
XP .243 with Scope
X4 .300 Walnut • Mossberg 4X4 .243 Walnut
X4 270WSM Walnut
er ST Over/Under 12 Gauge
l Armory M1911-A1 45AP Nickel
ms Off Duty Ultra Lightweight 38
243 w/Scope • Charter Arms Pitbull 9MM Revolver
870 Express Compact Camo 20 Gauge
ms Pink Lady Undercover Southpaw 38SP
Super X Extreme Marine Defender
Smith & Wesson Bodyguard MA Certified 38SP
esson 442 Centennial Airweight 38SP
Model Blackhawk 30 Carbine
uck Mark Hunter URX 22LR
uck Mark Plus Stainless With UDX Grips 22LR
uck Mark Plus With UDX Grips 22LR
uck Mark Camper Stainless UFX 22LR

PICK 4 Your "Pick 4" Wisconsin Lottery Drawing Numbers are:
No. 0845 No. 3345 No. 5845 No. 8345

WISCONSIN'S 2015 Big Gun Calendar Lottery

PLEASE PRINT

Mr. Ms. Mrs. Dr. Business Member ID Number

First Name Last Name Suffix M.I.

Mailing Address

City State

Zip Phone (Area Code First)

Email Address

Selling ads can directly reduce your costs of your campaign. We've seen committees sell one month sponsorships from \$300 to \$1000.

Sponsors supplying art should design at 300dpi 1"x11" CMYK.

DUCKS UNLIMITED **JULY 2015**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 BERETTA			 BERETTA A300 MAX-4 12-28	1	2	3 Independence Day 4
5	6		 BERETTA A400 EXT KO 12-2	7	8	9 10 11
12	13		 2014 Handgun of the Year Beretta Model 92 FS	14	15	16 17 18
19	20		 BERETTA FDE NANO 9MM GRD	21	22	23 24 25
26	27		 BERETTA U22 NEOS 4.5 BL	28	29	30 31



aliantegaming.com **Aliante** (877) 477-7627
CASINO + HOTEL + SPA



Use the inside back page to promote your organization or contact list.

NEVADA STATE CHAIRMAN
John Larson, State Chairman
2959 Inuller Avenue Minden, NV 89123
B (775) 267-9876 T1 (775) 267-4222
rvjohnmd@charter.net

FOR INFORMATION ON DUCKS UNLIMITED EVENTS CONTACT:
Tim Fehringer, Regional Director
908 Harold Drive #25 Incline Village, NV 89451
(775) 225-8168
tfehringer@ducks.org

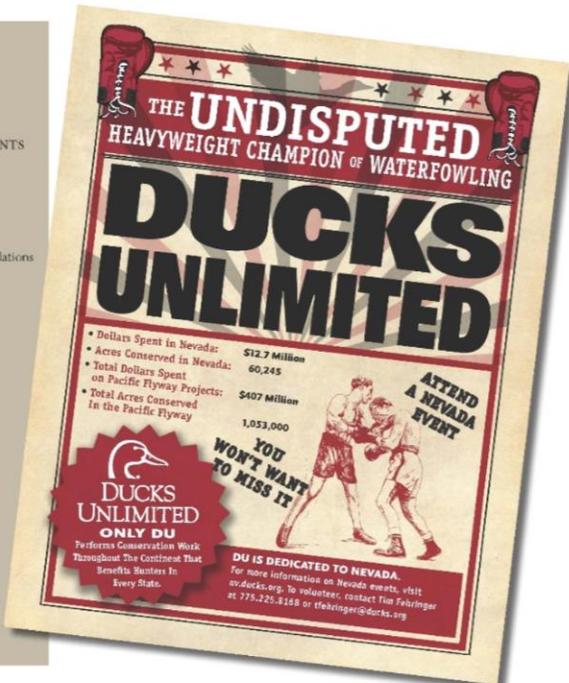
Jason Rounsaville, Director Fundraising & Volunteer Relations
(530) 526-1011
jrounsaville@ducks.org

FOR INFORMATION ON BECOMING A MAJOR SPONSOR CONTACT:
Anne Hansen, Director of Development
(916) 852-2000
ahansen@ducks.org

Steve Schmitt, Managing Director of Development
(360) 885-2088
schmitt@ducks.org

FOR INFORMATION ON DU'S GIFT PLANNING PROGRAM CONTACT:
Jon Rich, National Director of Gift Planning
(901) 758-3763
jrich@ducks.org

FOR INFORMATION ON DU'S CONSERVATION PROGRAMS CONTACT:
Jeff McCreary, Director of Conservation Programs
(208) 478-9512
jmcCreary@ducks.org



THE UNDISPUTED HEAVYWEIGHT CHAMPION OF WATERFOWLING

DUCKS UNLIMITED

- Dollars Spent in Nevada: \$12.7 Million
- Acres Conserved in Nevada: 60,245
- Total Dollars Spent on Pacific Flyway Projects: \$407 Million
- Total Acres Conserved in the Pacific Flyway: 1,053,000

ATTEND A NEVADA EVENT

YOU WON'T WANT TO MISS IT

DU IS DEDICATED TO NEVADA.
For more information on Nevada events, visit nv.ducks.org. To volunteer, contact Tim Fehringer at 775.225.8168 or tfehringer@ducks.org

The 2015 RMEF Wisconsin Calendar Fundraising Team



Tom Bodin
South Region



Brian Kuucos
Central Region



Paul Lokotz
North Region

Kurt Flack, RMEF R.D. kflack@rmef.org • Lou George, RMEF R.D. lgeorge@rmef.org • Pat McLaughlin
Jennifer Nieland, State Chair jennifer.nieland@yahoo.com • Matthew Smith, State Chair matthew@smith-printing.com

**For Addition Calendars: Contact a volunteer in your area or
RMEFWISCONSIN.org**

Get connected with the Rocky Mountain Elk Foundation through one of your local Wisconsin chapters:
Appleton • Baraboo • Birnamwood • Cumberland
Eau Claire • Fond Du Lac • Green Bay • Hayward
Hurley • Janesville • Kenosha • La Crosse
Madison • Marshfield • Milwaukee • New Richmond
Park Falls • Richland Center • Sheboygan
St. Germain • Suring • Tomah • Rhinelander
Waupaca • Wausau • Wisconsin Rapids
www.rmefwisconsin.org



Ensuring the future of elk, other wildlife, their habitat and our hunting heritage

Claim Forms and Contacting Winners

We believe that email is the best form of contacting winners. Through this you can included your winner, committee, RD, and FFL at one time with a time and date record. Mailing is an option when email is not available, but plan for postage.

We welcome feedback or questions regarding these programs and are happy to share our knowledge.

Contact:

Matthew Smith

matthew@smith-printing.com

847.244.6486.101



FEBRUARY 2014

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	7
5	6 Savage 111 Hunter XP .270	7	8
12	13 ATN PR-11	14	15
19	20 Savage 111 Hunter XP .270	21	22
29	25	26	27 Savage 111 Hunter XP .270

Winning Number for: May 18, 2014
Name of Winner: ~~John Smith~~
Address: 588 Helsinki Road Tomah WI 54660
Phone: 715-881-3811
Prize: Savage 111 Hunter XP .270

CLAIMING YOUR PRIZE

First and foremost, big thanks for supporting conservation through the Rocky Mountain Elk Foundation!

Wisconsin Resident picking up firearm: Handgun \$13.00 long gun \$0.00. Handgun 48 hour waiting period and no waiting period if we get immediate approval for long gun.

Wisconsin Resident will pick up firearms at: 10130 122nd Avenue, Pleasant Prairie, WI 53158. Two trips required for a handgun. Winners must call and make an appointment (262) 697-5087.

Illinois Resident picking up firearm: Handgun or long gun \$4.00. Handgun 72 hour waiting period and long gun 24 waiting period. Illinois Resident will pick firearms at: The Outdoorsman, 221 Sheridan Road, Winthrop Harbor, IL 60096. Two trips required for any firearm. If you reside outside WI & IL contact The Outdoorsman hours are M-F 10-7 Sat 10-5 Sun 12-5. (847) 746-1331 www.outdoorsmanpro.com

Any firearm that the winner prefers to be shipped to another FFL will be charged the cost of shipping, handling, and insurance, typically \$35 to \$55. This depends on size of box, weight, amount of insurance and distance to be shipped. The arrangements with the other FFL must be made before I can ship. The other FFL will charge a fee for the transfer and the cost of background check. All cost paid by winners.

Calendar Fundraiser Process

