

KNOXVILLE

LIFESTYLE

DINING, ARTS, ENTERTAINMENT & LEISURE

Fund-Raising Coordinator Information Kit



*Create Lasting Smiles With
Knoxville Lifestyle™*

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865-357-7488

www.KnoxvilleLifestyle.com
Email us at Fundraising@KnoxvilleLifestyle.com

Dear Fund-Raising Coordinator:

For nearly 20 years, Knoxville Lifestyle has played a major fund-raising role for over 300 organizations throughout Knox County and the surrounding area.

In 2007, we surpassed 1.3 million dollars raised by our partnering organizations.

We're proud to have been a part in so many success stories, and we're confident this year will be our best year ever with new restaurants and entertainment venues, plus new savings on retail, household goods, and services we all use!

With over \$800 in value in our Fine & Casual Dining section alone, the book also includes over 150 coupons to informal and fast-food restaurants, and a variety of entertainment options from miniature golf to the Knoxville Symphony Orchestra. In our new Retail and Home Resources section, you'll find great savings on furniture, appliances, and other household goods, plus many more retail discounts. We've also included savings on services like dental and eye care, even cleaning and painting your home or office, just to name a few!

Knoxville Lifestyle is like a "gift certificate" with over \$28,000 IN SAVINGS for a cost of only \$35!

There really is no limit to its use, and best of all, your supporters will be saving on things they're already spending their hard-earned money on.

**LOOKING FOR A BETTER FUNDRAISER?
WE'VE GOT IT!**

The magazine sells for \$35 and your organization receives \$10 for every magazine you sell. More importantly, Knoxville Lifestyle is No Risk.

We do not charge your organization for books before they are sold! There is no initial cost or financial risk involved. Included in this kit is a Fund-Raising Guide for Organizations. Please read over the guide carefully. You will be asked to sign an agreement indicating you agree to all terms and conditions. However, if you have any questions, simply give us a call. We don't want you to miss out on this great opportunity.

We know once you and your group's supporters use Knoxville Lifestyle™ for your fundraising, the overall value of the book will be obvious to you!

To find out more about Knoxville Lifestyle or fund-raising with us, simply give us a call at 865-357-7488.

If you would like to schedule a presentation to your board or organization, we'll be happy to come out and let you know how Knoxville Lifestyle can make your fund-raising even more successful.

What Do Organizations Have To Say About Their Experience With Knoxville Lifestyle?

- *When we started fund-raising with Knoxville Lifestyle, I found the more I asked around, the more people I'd run into who said they'd used the book in the past and the more I'd sell.*
Clinton Middle School Soccer
- *All the members of the church did so well because the books sell themselves.*
Basswood Baptist Church
- *Many people dread selling anything, even when they know it's for a worthy cause they believe in and want to support. I believe anyone can be successful at fund-raising with Knoxville Lifestyle if they focus on the book's great value. Your supporters get a lot for the price of the book.* *Knoxville Breakfast Rotary*

FUNDRAISING?

- No Cost
- High Profit

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Do You Know People Who Over The Course of a Year Will ...

Dine out a few times? Decide to pick up dinner on their way home from work? Take the kids out for an afternoon of fun? Need things for the home?

Of course you do. We all do. That's why it's so easy to save money with this book. Knoxville Lifestyle gives individuals and families savings and discounts on practically everything! And who couldn't use more money in their pockets?

Knoxville Lifestyle offers your supporters over \$28,000 in total savings just waiting to be used!



Each year, the Knoxville Lifestyle Team searches for ways to make the publication even better.



1. **Your organization's logo** can be printed directly onto the Dining Card so that your supporters will see it every time they dine out! *Ask us how.*
2. **New Retail & Home Resource Section!** We've added over 120 pages of discounts with **over \$25,000 in additional savings.**
3. **Over \$100,000 in advertising support!** We recognize more people need to know about Knoxville Lifestyle, and we back up your efforts with advertising support via TV, Radio, Newspaper, Billboards, Direct Mail & Magazines.

\$ Fund-Raising Tips \$

- Remind your members or supporters to use Knoxville Lifestyle in their companies' Employee Relations Program. The magazine works great for a Holiday Gift, Employee-of-the-Month Award, Perfect Attendance Award, etc.
- Have any youth groups associated with your organization help assist with sales. Hold a car wash and give away a free car wash with each book purchased.
- Sell Knoxville Lifestyle to other groups. One fund-raising group member sold 16 books to his basketball league buddies so the wives could enjoy dining out while they played.
- Every sales person and "lunch bunch" group in Knoxville should own Knoxville Lifestyle. The solo dining value saves 50%.
- Have a competition within the group. For example, divide up your organization into groups of 4 and the winning team gets taken out to a free dinner. Which, by-the-way, isn't going to cost as much since you'll be using your Buy-One, Get-One-Free Value in Knoxville Lifestyle.

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Advantages to Using Knoxville Lifestyle in Your Fundraising Efforts

- **NO UP-FRONT INVESTMENT** -- Knoxville Lifestyle consigns the books to you!
- **NO COMPETITION** -- There's nothing else like Knoxville Lifestyle!
- **NO SUBLIMINAL PRICE COMPARISON** -- Other fund-raising products can sometimes be found elsewhere and a "real" cost can be associated with the product, which can be a huge "turn-off" for your supporters.
- **PROVEN TRACK RECORD** -- By 2007, **over 1.3 million dollars** had been given back to fund-raising groups and organizations just like yours!
- **DATABASE ASSISTANCE** -- Knoxville Lifestyle will keep and maintain your supporters' names, addresses, and phone numbers for on-going, year-after-year sales! This database is yours and is available to you at any time.
- **NEW EMAIL PROGRAM OFFERS SPECIAL SAVINGS!** -- We often have businesses in our book call us to offer additional values to our customers, and now we can send those savings on to you! Via email, your supporters will receive special offers, *courtesy of your organization!* A little reminder from you that their support is truly appreciated!

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