

KNOXVILLE
LIFESTYLE
DINING, ARTS, ENTERTAINMENT & RETAIL

Dear Fundraising Coordinator:

Please read the enclosed materials carefully, because you will notice there are several new and exciting programs for 2008 that can allow you to earn an additional \$3,725 in bonuses this year!

You will find information on the new incentive program for this year including cash bonuses for your fundraising group! You will also learn how to earn additional monies by referring other fundraising groups to Knoxville Lifestyle.

Also, if you participated in the Knoxville Lifestyle program last year and provided us with the names of individuals that purchased books from you before, you will find a list of those supporters along with their contact information enclosed.

Visit our updated website at www.KnoxvilleLifestyle.com. There you will find important information that will be added throughout the year. Look for continual updates on our list of participating restaurants in the 2008 issue which will be valid through December, 2008!

Look for our NEW 2008 Retail & Home Resource Section with over \$25,000.00 in added value!

Knoxville Lifestyle is ready to kick off the new year and help you raise more money than ever before. Just give us a call at 966-7488! Also, if you have any questions about the program, please feel free to give us a call anytime.

We look forward to assisting your organization in raising money for 2008.

GREAT HOLIDAY GIFT!!! Don't forget to offer your customers extra books to purchase as Christmas gifts. Knoxville Lifestyle is a great way for individuals to support your organization and finish off their Christmas list at the same time!

Again, please read all of the enclosed information very carefully, because you will be signing an agreement indicating that you agree to all the terms of our policy.

Sincerely,
Dennis Downs
President
Knoxville Lifestyle, Inc.

How would you like to earn OVER \$14.00 per book in your fundraising efforts?

Knoxville Lifestyle's Bonus Program for New Organizations

As a new group, Knoxville Lifestyle would like to offer your organization an incentive to use our book by giving your organization **FREE BOOKS** when you reach a certain sales goal. For example, if your organization sells 50 books in your first year of fund-raising with us (earning \$500), Knoxville Lifestyle will give you **FREE BONUS** books! You can sell these free books and earn the full \$35 each for an additional earning of \$140. One or two people getting involved may be all it takes to reach your organization's goal and earn **FREE** books!

That's a 28% profit increase in money earned!

Please note that this incentive program is only for New Organizations to Knoxville Lifestyle and is different from our regular incentive program that is based on the increase in the number of magazines sold over the previous year's sales. See the chart below for our incentive program and set your goals high!

Knoxville Lifestyle Bonus Program for New Organizations

Number of Books Sold	Earnings from Sales	Free Bonus Books	Bonus Earnings	TOTAL EARNINGS
50	\$500	4	\$140	\$640
75	\$750	6	\$210	\$960
100	\$1,000	10	\$350	\$1,350
125	\$1,250	12	\$420	\$1,670
150	\$1,500	15	\$525	\$2,025
175	\$1,750	18	\$630	\$2,380
200	\$2,000	25	\$875	\$2,875
250	\$2,500	30	\$1,050	\$3,550 +

What about a member? Is there any way our organization can reward members who work really hard?

Sure! The most successful way we've seen to motivate those diligent members who actively participate in your fund raising effort is to also provide them with a great bonus.

New for 2008

Any member that sells 20 Knoxville Lifestyle books will **NOW** receive one **FREE** Dining Card from Knoxville Lifestyle.

So take the enclosed "REWARD" flyer and make copies for everyone to let them know how important their participation will be.



Something Special For All of Your Supporters!

Our goal at Knoxville Lifestyle is to make sure that each year our magazine becomes an even greater money-making venture for your group or organization.

Many of you have taken advantage of our Fundraising Group Supporters Database Program where we keep a list of each organization's customers just for that group. Well, did you know we keep your supporters' email addresses too? And for three very important reasons . . .

- **We can now send everyone on your group's customer list ADVANCE NOTICE EMAILS to inform them of any changes throughout the year!** For example, we all know that out of all the restaurants in the book, there might be a couple that will close during the year. Now your organization's supporters won't have to find out by going to that restaurant, seeing the CLOSED sign, and being disappointed. We'll let them know in advance, and they'll often learn that the new restaurant opening in its place will honor the card *without even having to ask*.
- **We often have businesses in our book call us to offer additional values to our customers!** Right now, we're sending a special 2-for-1 value to everyone signed up on the Email Program from one of Knoxville's favorite restaurants! In fact, this restaurant was unable to be in the 2007 edition, but they wanted to offer this value to all of our customers! SPECIAL NOTE: THIS RESTAURANT WILL BE IN THE 2008 EDITION! Once again, everyone received this special offer, but only if the fund-raising organization they supported gave us their emails!

Imagine your supporters receiving special values like this throughout the year, *courtesy of your organization!* What a great way to remind them that their support is truly appreciated!

- **We want to increase your fundraising earnings year after year!** By maintaining an email database for your group, we know it will help secure supporter loyalty for you and continued customers for us. That's why we're so very careful with every group's list. *We even give up customers when they become your supporters!* How's that for wanting you to be successful? You're very important to us, and we want your members to have the best possible fundraising experience ever.

So don't forget to gather those names, addresses
and emails of all of your group's supporters!
Who knows what *SPECIAL OFFER* we'll be sending out next!

A REWARD FOR HELPING OUR FUNDRAISER!

For any member who
sells 20 or more
Knoxville Lifestyle
books during our
fundraiser,
Knoxville Lifestyle
will give you
one FREE Dining Card!



\$800 Bonus

Our organization will receive \$200
toward our fundraising goal, and you'll get
to go back to all those Fine & Casual Dining
Restaurants listed in the book!
Or even treat your friends! That's over \$800
in extra savings **just for you!**

So sell 20 and raise \$200 for us!

You'll win a FREE Dining Card!

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Getting to know you...
PLEASE RETURN THIS FORM TO US!

Thank you for taking the time to familiarize yourself with *Knoxville Lifestyle* and for passing our information along to members of your organization. Now we'd like to know a little more about the organization you represent. This will help us to communicate in a more timely manner.

Name of Organization _____
Name of President _____
Daytime Telephone Number _____ Evening Telephone Number _____
Name of Primary Contact _____ Office/Title _____
Daytime Telephone Number _____ Evening Telephone Number _____
Mailing Address _____
City _____ State _____ Zip _____
*E-mail Address _____ (Important for Updates)
Meetings Are Held _____ at the time of _____ a.m. / p. m.
Location of Meetings _____
Time of Year When Fund Raising Activities Are Usually:
Reviewed _____ Planned _____ Determined _____
Total Membership _____ No. of Members Who Actively Raise Funds _____
Additional Information _____

Please return to Knoxville Lifestyle
521 Lovell Road, Suite 201 Knoxville, TN 37932
Phone: 865-966-7488

Or fax your information to 865-966-7222

PLEASE RETURN A.S.A.P.



**Refer other organizations and earn 10 percent of their profit!
(Refer as many organizations as you want!)**

Dear Fundraising Coordinator:

If your organization is looking for a "**no cost, no risk**" way to earn money for this year's projects, it's time to raise funds with Knoxville Lifestyle! **More than 300 groups** in the Greater Knoxville Area have selected our publication for their fundraising activity over the years. And last year alone, **they were rewarded with more than \$172,000!**

Now your organization can earn even more by referring other organizations to Knoxville Lifestyle. Simply find another group that's interested (and has not participated in our program in the past) and determine if they wish to participate, then **fill in this form and return it to us.** When your referral group completes its fundraiser/consignment, you receive 10 percent of their profit! This referral program is valid for the first year the organization participates. Plus, you can refer as many groups as you'd like and receive 10% of the profits made from all those fundraisers!

Please feel free to call us at 966-7488 if you have any questions about our fundraising or referral programs. We look forward to working with you on your **most successful fundraiser ever!**

Sincerely,
Dennis Downs
President

Return this form to:
Knoxville Lifestyle
521 Lovell Rd, Suite 201
Knoxville, TN 37932

Melanie Gibson
Director of Fundraising
Knoxville Lifestyle, Inc.

Fax: (865) 966-7222
Email: Fundraising@KnoxvilleLifestyle.com

Your Organization's Information:

Referral Organization's Information:

Organization's Name

Organization's Name

Officer's Name Officer's Position

Officer's Name Officer's Position

Primary Phone Number

Primary Phone Number

Mobile Number

Mobile Number

*Email Address

*Email Address