



Dear Fundraising Coordinator:

Please read the enclosed materials carefully, because you will notice there are several exciting programs this year that can allow you to Earn Additional Bonuses!

You will find information on these new incentive programs including cash bonuses for returning fundraising groups! 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 website at www.KnoxvilleLifestyle.com. There you will find important information added throughout the year, including updates on our list of participating restaurants in the current issue of Knoxville Lifestyle!

Look for our Retail & Home Resource Section with over \$25,000 in added value!

Knoxville Lifestyle is ready to help you raise more money than ever before. Just give us a call at (865) 357-7488! Also, if you have any questions about the program, please feel free to call the Director of Fundraising anytime.

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.

We look forward to assisting your organization in raising money this year.

Sincerely,

Dennis Downs
President/CEO
Knoxville Lifestyle

Something Special

For All of Your Supporters!

Many of you have already taken advantage of our **Fundraising Supporters Database Program** where we keep a list of each organization's customers and their customers' contact information just for that group. If your group has not done this yet, please provide us with a list of your supporters! We ask for a list for some very important reasons.

When you provide us with a list of your supporters, we have a way of cross-checking all of our customers so we don't accidentally market to any of yours.

- You see, when people register their dining cards online, they sometimes forget to tell us they got their books from a fundraising group. So unless you give us a list of your supporters' names, we have no way of knowing if that person is our customer or yours.
- **We even give up our own Greater Knoxville Lifestyle customers when they become your supporters!** How? By pulling their names from our database and transferring them into yours! And it doesn't matter if a customer has been buying books from us for years, we'd rather give up the extra \$10 we would make from each purchase and have that person buy the book from your group and support you.

We want to increase your fundraising earnings year after year!

- By maintaining a 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 never sell, loan or give away anyone's personal information. You're very important to us, and we want your members and supporters to have the best possible fundraising experience ever.

We can now send everyone on your group's customer list ADVANCE NOTICE emails to inform them of any changes in the book throughout the year!

- For example, your supporters won't have to find out the hard way that a restaurant has closed by going there 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 and still give them their value.

We often have businesses call us to offer additional values to our customers!

- We've even had restaurants that were unable to be in the book offer dining values to get Greater Knoxville Lifestyle customers coming through their doors. Once again, we'll be happy to let everyone know about these special offers, but we can only do this if the fundraising organization they supported has given us their email addresses!

Note: It's a great way to remind them that supporting your group benefits them too!

For further questions regarding this program, please contact:
Director of Fundraising ~ 357-7488, ext. 270 ~ Fundraising@KnoxvilleLifestyle.com

Knoxville Lifestyle * 9701 Kingston Pike, Suite 101 * Knoxville, TN 37922

How would you like to earn OVER \$20.00 per book in your fundraising efforts?

Knoxville Lifestyle's Bonus Program for Active Organizations

Knoxville Lifestyle wants to help all our fundraising organizations increase their sales over last year so that more monies can be raised for their worthwhile programs. In order to do that, we offer an incentive program that rewards organizations that increase magazine sales over last year's sales. For example, let's say an organization sold 50 magazines last year. That was a great goal, but this year the organization wants and needs to sell more. So, by setting a goal of selling 100 magazines this year, that organization can earn six (6) FREE MAGAZINES from Knoxville Lifestyle and earn an additional \$210 profit by earning the full \$35 per magazine.

Please remember, our incentive program is based on increased sales over the previous year's sales, not just the actual number of magazines sold. See the chart below for our incentive program and set your goals high this year!

Greater Knoxville Lifestyle Bonus Program for Active Organizations

| Increase magazine sales over previous selling year by | TOTAL Additional Earnings from Sales | TOTAL Free Bonus magazines | TOTAL Bonus Earnings | TOTAL EARNINGS Including Cash Bonus |
|---|--------------------------------------|----------------------------|---------------------------------------|---------------------------------------|
| 50 | \$500 | 6 | \$210 | \$710 |
| 75 | \$750 | 10 | \$350 | \$1,100 |
| 100 | \$1,000 | 18 | \$630 +\$200 CASH | \$1,630 + \$200 CASH |
| 125 | \$1,250 | 25 | \$875 | \$2,125 |
| 150 | \$1,500 | 30 | \$1,050 | \$2,550 |
| 200+ | \$2,000+ | 35 | \$1,225 + \$300 CASH | \$3,225 + \$500 CASH |

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 fundraising effort is to also provide them with a great bonus.

New Incentive for Your Members

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.

Earn over **\$3,500 extra** for your organization!

With Knoxville Lifestyle's Cash Bonus Program for Active Organizations

It's a great way to raise even more funds!

For groups that want to think big this year, Knoxville Lifestyle will be rewarding you with a growth incentive program that earns you cash!

Simply sell 100 more copies of Knoxville Lifestyle than your group did last year. Reach this goal, and Knoxville Lifestyle will pay you a **\$200 Bonus!** Now, not only are you earning \$10 per book, but you're also receiving this Extra Bonus.

If you're real enthusiastic and sell 200 more books than last year, we'll pay you an **additional \$300 Bonus!** That's a total **\$500.00 Cash Bonus** to your group. Now, not only are you earning \$10 per book, but you're also receiving this Extra Bonus.

When combined with the existing incentive program, your group will be earning like never before.

For example:

Example 1

Your group sells **100 more books** this year than you did last year. You will receive the **additional revenue** from the extra books sales, **free copies** of Knoxville Lifestyle to sell at full price, **and an extra \$200 bonus check!**

| | | |
|--|----------|-----------------------|
| 100 additional books X \$10 | = | \$1,000 |
| 18 bonus books X \$35 | = | \$ 630 |
| Cash bonus | = | \$ 200 |
| <u>Total additional revenue</u> | = | <u>\$1,830</u> |

"Remember selling 100 more books earns you **\$18.30 per book.**"

Example 2

Your group sells **200 more books** this year than you did last year. You will receive the **additional revenue** from the extra books sales, **free copies** of Knoxville Lifestyle to sell at full price, **and an extra \$500 bonus check!**

| | | |
|--|----------|-----------------------|
| 200 additional books X \$10 | = | \$2,000 |
| 35 bonus books X \$35 | = | \$1,225 |
| Total Cash bonus | = | \$ 500 |
| <u>Total additional revenue</u> | = | <u>\$3,725</u> |

"Remember selling 200 more books earns you **\$18.63 per book.**"

Fund your program like never before with an Extra Cash Bonus!
Call 357-7488 for full details.

At Greater Knoxville Lifestyle, we love finding new ways for fundraising groups to earn more money.

By now you may have heard some of the reasons that Greater Knoxville Lifestyle is one of the best fundraisers around.

"There's no risk! You pay nothing up front."

"You don't get 'stuck' with anything—simply return what you don't sell."

"It was such an easy sell for us. I mean, who doesn't want to save money!"

But did you know that you can also make money by referring others?

In addition to this group, you may belong to other organizations that raise money, or you may know of other groups that could use a safe and easy fundraiser.

When you give us contact information of another group that hasn't fundraised with us before, we'll be sure to get in touch with that group. **If they decide to fundraise with us, we'll give your group a bonus that equals 10% of their first year's profits!**

Let's say several people in your group have referrals to give us and five new groups fundraise with us because of your referrals—that means you'll receive a 10% bonus of whatever those groups earn!

For example: If two groups sold 75 books each and three groups sold 100 each (earning them \$4,500 total), your group would receive \$450 for doing nothing more than telling us about them! *How easy is that?*

So who can you refer? Anybody that might need to raise money! Maybe you're a member of other organizations. What about those friends, neighbors or coworkers who've sold things to you in the past? *Here are examples of just a few!*

Other Social / Professional / Charitable Organizations

| | | | |
|--------|-----------|-------------------------|-----------------------|
| ABWA | Kiwanis | Homeowners Associations | Alzheimers Assn. |
| GFWC | Rotary | Animal Rescue Groups | Cancer Relay for Life |
| F.O.P. | Civitanis | Gold Wing Road Riders | Special Olympics |

Your Child's / Neighborhood School Groups

| | | | | | |
|--------------|------|----------|-----------|----------|-----------------|
| Homecoming | 4-H | Choir | Baseball | Boosters | Basketball |
| Cheerleading | PTO | Dance | Swim Team | Football | Academic Teams |
| Boy Scouts | Band | Softball | Track | Prom | Alumni Reunions |

At Your Church / Synagogue / Worship Center

| | | | | |
|-------|-------|---------------|---------------|-------------------|
| Youth | Choir | Mission Trips | Building Fund | Special Offerings |
|-------|-------|---------------|---------------|-------------------|

***** Please See Back *****

Write down anyone you can think of who might be looking for a way to fundraise. We'll contact them and check to see if Greater Knoxville Lifestyle could benefit their groups too. **If they fundraise with us, your group will receive a bonus equaling 10% of their first year's profits!**

Name of Group: _____

Name of Contact Person: _____

Contact's Phone #: _____

Contact's Email: _____

Name of Group: _____

Name of Contact Person: _____

Contact's Phone #: _____

Contact's Email: _____

Name of Group: _____

Name of Contact Person: _____

Contact's Phone #: _____

Contact's Email: _____

VERY IMPORTANT — Don't forget to give us the name and contact info of this group!

Your Name: _____

Name of Group: _____

Name of Contact Person: _____

Contact's Phone #: _____

Contact's Email: _____

Please feel free to contact us if you have any questions about our Fundraising or Referral Programs: 357-7488, ext. 270, or Melanie@KnoxvilleLifestyle.com.
Or mail to: Knoxville Lifestyle, 97001 Kingston Pike, Suite 101, Knoxville, TN 37922

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!