

READY, SET, GO! FUNDRAISING KIT

The Southern Maine Signal is a local publication of interests pertaining to the every-day Mainer. Each month, we feature restaurants, businesses, musicians, festivals, events, and more in towns and cities throughout all parts of Southern Maine. This publication sets itself apart by offering an environmentally friendly, locally produced, and socially appropriate magazine for Maine.

The Southern Maine Signal's fundraising program is the perfect way to earn money for your school or children's organization.

- ▶ Magazine programs are a time-tested, proven way to raise money.
- ▶ Requires no money or administration from the school or organization.
- ▶ Flexibility to tailor to your school or organization's specific needs.
- ▶ Great for staying connected to what's happening in your area.
- ▶ Created by Mainers for Mainers.

IN EVERY ISSUE

Events

Event Calendar - What's happening in the area?

Theatre Directory

Gallery Directory

Fundraising Directory

Festival Spotlight

People

Local Questions - 5 people, one question

Living your Work - Interview with people that love their jobs

The Maine Diet - Eating in Maine

Educator of the Month - Spotighting a local educator

Music - Interview with a local music talent

Local Political Interview - Get to know your politicians

Free Space - Display of local talent works submitted

Staff Interviews - Meet the staff of your favorite restaurant

Places

Restaurant Reviews

A-Z - What we love about a town in Maine

Outdoors/Indoors Feature

News

Fashion - Maine Style

Charity - Introducing a local charity

New Business Spotlight - Highlighting a new business

MONTHLY FOCUS

January.....Year In Review

February.....Romance

March.....Spring

April.....Restaurant

May.....Environmental

June.....Summer

July.....Children's

August.....Arts

September.....Theater

October.....Fall

November.....Holiday

December.....Home

A MAGAZINE FOR THE FUTURE

EcoMag™

At The Signal, we believe preserving the nature beauty of Maine is important, which is why all of our printing is done on 100% recycled paper with environmentally friendly ink. As an even greener alternative, we offer the EcoMag™, an interactive online magazine. It's a magazine without paper. We are confident that EcoMag™ is a platform that will revolutionize the way online documents are viewed.

Maine WebAds™

Maine WebAds™, an online business directory, is linking the consumer to businesses in a way that has never been done before. Dedicated to promoting local business, this is an innovative, cost effective way to advertise your business through online commercials and web pages.

READY...SET...GO!

Ready

There are 2 ways of Fund-Raising in this program:

1. **Magazine Subscriptions** :Your organization receives \$15 for every EcoMag™ electronic subscription sold and \$7 for every print subscription sold.

2. **Advertisement Space** :For every advertisement space sold in the magazine, your organization will receive a 20% of the total purchase. The purchaser will simply designate which organization they would like to support. With each magazine advertisement that is sold, the purchaser has the opportunity to create a webpage on Maine WebAds™ for an additional cost. The organization will earn \$20 for every Maine WebAds™ purchased in connection with an advertisement sale.

Set

1. Decide on the duration your campaign. (Will be a year-round event, or for a designated length of time?) Then determine when you would like to start the

campaign.

2. Once you have decided on the basics, contact us at: contact@southernmainesignal.com or call us at: 207-221-0404.

An Account Specialist will contact you within 72 hours to schedule a meeting to develop a plan to fit your needs.

3. Next, we will arrange a time to introduce the program to your staff, which will include the program details and an introduction to the magazine.

4. Relax! We take care of all administration of the program.

Order Tracking

Options include:

a. Use paper sign-up sheets to register subscribers. The sign-up sheets are collected by us weekly. We manage the rest.

b. Subscribers can go online to purchase subscriptions directly. Here, they designate which organization they would like to support. Therefore, the organization is able to continually raise funds with minimal effort. You

simply send out written or email notifications. This takes much of the pressure off of the organization. Anyone can go to the website and sign up as well by visiting:

www.southernmainesignal.com.

Results Tracking

We provide you with a monthly statement of your fund-raising efforts.

Go!

Magazine Subscriptions are \$36/yr.

Here is an example of the profit potential for your school (Based on 50% printed/ 50% EcoMag™ sales):

Your school has 600 students. If 50% of parents bought subscription here is your profit:

300 subscriptions = \$3300

150x15= \$2250, 150x7= \$1050

For Every Ad sold the school will make a minimum of \$70. (Based on 20% of lowest priced ad of \$350.)

This program can raise a significant amount for your school.!



For more information contact:

contact@SouthernMaineSignal.com

www.SouthernMaineSignal.com