



ENGRAVED BRICK FUNDRAISING PLAN

EXPERTLY MANAGED AND LUCRATIVE FUNDRAISING

Brick Engraving is a great choice for your Fundraiser, generating revenue and giving your donors a personal and permanent acknowledgement.

IS BRICK ENGRAVING A GOOD CHOICE FOR YOUR FUNDRAISER?

Absolutely yes, **brick engraving is a great choice for your fundraiser!** Brick engraving is popular with churches, schools, civic groups, museums, municipalities, hospitals, and more. Any group can benefit from an engraved brick fundraiser.

A brick engraving fundraiser:

- Gives your donors the opportunity to recognize the achievements of family and friends, to acknowledge treasured relationships, and to permanently honor the memory of loved ones.
- Provides your donors with a tangible memory of their donation, their engraved bricks are installed in an area they can visit, providing them with an enduring celebration of their donation.
- Is accessible to donors at a price point you can determine, allowing you to customize your fundraiser to your goals.

FUNDRAISER MANAGEMENT

OK, so you've decided a brick engraving fundraiser is right for you. Great choice!

So, what's next? **Let's get organized!** The first step in having a successful brick fundraising campaign is determining who will lead the effort. Whether that is one fierce advocate, a small group or even a larger, more formal committee, first and foremost, identify who is responsible for organizing your fundraiser. If you have a larger committee, identify one or two members who will take responsibility for key decisions.

FUNDRAISER CHAMPIONS

NAME	EMAIL	TELEPHONE NUMBER
*		

*LEAD

FINANCIAL GOALS

Now you know why you are organizing a fundraiser, let's determine your fundraiser's financial targets. Some questions to ask:

- **How much do you want to raise?**
- What are the demographics of your prospective donors?
- What is your engraved brick cost? (DeKeyzer Brick Engraving costs: \$25/ brick (4x8))
- How much is installation? (DeKeyzer Brick installation cost varies according to accessibility of installation area, composition of installation base and number of bricks to install. Let's discuss specifics so you can plan for your goals.)

TARGET	AMOUNT
FUNDRAISING GOAL	

Understanding your fundraising goals helps you set the price you charge for each installed brick and for each replica brick. Recommended prices for 4X8 bricks vary from \$50.00 to \$150.00.

REPLICA BRICKS

Offer your donors the option to purchase a replica engraved brick they can keep for themselves. It's an easy way to increase your fundraising revenue, and it gives your donors a meaningful keepsake. We ship your donor's Replica Brick directly to them!

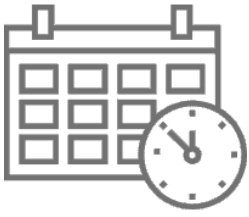
CALCULATIONS

As a guide:

- 100 bricks sold at \$50 will generate \$5,000 (before engraving and installation costs).
- 100 bricks sold at \$100 will generate \$10,000 (before engraving and installation costs).

ITEM	SELLING PRICE
INSTALLED BRICK	
REPLICA BRICK	

TIME FRAMES



Establishing time frames for your fundraiser will **focus your organization efforts and will motivate your donors**. Even if you have an ongoing fundraiser, you can still have focused recurring efforts, for example, in the Spring and again in the Fall. Key campaign milestones to consider include:

- Start date.
- Order deadline (a good timeline for encouraging donors is 2-4 months).
- Installation target (work with your installer to co-ordinate your goals and their availability).
- Celebration event (set aside a time to recognize your fundraiser's achievements).

MILESTONES	DATE
START DATE	
ORDER DEADLINE	
INSTALLATION TARGET	
CELEBRATION EVENT	

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MARKETING

Let's develop your marketing strategy! Its best to utilize all marketing channels to reach potential donors.

- ☐ Identify your potential donors, include previous donors, students, alumni, patients, employees, family members, club members and local civic groups.
- ☐ Once you know who your potential donors are, the most important step is letting people know about your fundraiser.
- ☐ Dedicate a section on your website.
- ☐ Post regularly on social media (Facebook, Twitter, Instagram, Tik Tok, LinkedIn etc.).
- ☐ Ask your contacts to share your posts with their networks.
- ☐ Share press releases with local newspapers and TV stations.
- ☐ Create an email campaign to contact previous and potential donors.
- ☐ Utilize your organizing committee to spread the word.
- ☐ Seek collaborations with local businesses, organizations, or influential community members who may be interested in supporting your fundraiser.
- ☐ Speak at civic organizations about the campaign.

Don't underestimate the power of word of mouth! **The more people who know about your brick fundraiser, the more donations you can receive and the closer you'll get to your financial goal.**

CONTENT SUGGESTIONS

Develop engaging content that showcases the significance and impact of your fundraiser, along with the benefits of purchasing engraved bricks.

- Videos are an awesome way to generate excitement. Have a teaser promoting the campaign before it starts.
- Share updates when your fundraiser is underway, helping keep awareness up.
- Images and videos of the installation will be exciting for your Donors, who will be eager to see where their Brick is placed.
- Celebration events are perfect content for your marketing strategy, they give you a way to thank your donors and they will prompt new donors for your next campaign.

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INSTALLATION



Where is the brick installation going to be located? Some ideas include a walkway, a patio, an entry way or beside a garden. **Its best to select an area that will allow you to accommodate as many bricks as possible**, enabling your fundraising financial goals.

CALCULATIONS

As a guide, for approximate calculations (not considering curves or detailed design):

- 4.5 4X8" bricks fit per square foot.
- So, for example, if you have 1000 square feet you can install approximately 4500 4X8" bricks.

INSTALLATION FREQUENCY

How often do you plan installations? Typically, initial installs will prompt additional donors so it's great to plan for the installation of additional bricks.

Most ongoing fundraisers install bricks 1-2 times per year, depending on how many bricks/tiles you sell on an annual basis.

BASE COMPOSITION

Bricks are best installed in sand. This is the lowest cost installation method and allows for seamless additional installations, creating a cohesive appearance.

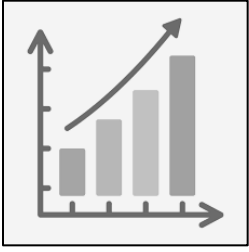
DEKEYZER'S QUALITY INSTALLATION

DeKeyzer Brick Engraving offers licensed design and experienced installation services, ensuring your engraved bricks are expertly installed.

Ask us about our Licensed Landscape Architect Design Services. You can be confident you will have an area to celebrate your fundraiser that is beautiful, enduring, and memorable.

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MONITOR PROGRESS



Regularly track the progress of the fundraising campaign against set goals and adjust strategies as needed. Analyze data and feedback to identify areas for improvement and identify the most effective marketing channels and messaging.

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ACKNOWLEDGE & CELEBRATE

Consider how to acknowledge and express gratitude to donors. Once you have reached your fundraising goal and installation is complete, organize a celebration where you invite donors, organizers, and the media to **celebrate your fundraiser's success!**

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CONTACT US TODAY

Successful fundraising requires a sound plan, clear communication, community engagement, and a compelling case for support.

By implementing this plan, adapting it to your specific needs and working with DeKeyzer Brick Engraving you can generate meaningful contributions for your fundraiser through the sale of engraved bricks.

LET'S GO!

Working with DeKeyzer Brick Engraving, you will benefit from our professional approach, custom online ordering, and expert installation.

Your fundraiser will be expertly managed, lucrative, and appreciated by your donors. Contact us today if you would like to discuss our expert Brick Engraving service. We are happy to assist you and answer any questions you may have. We're so excited to hear from you!



(318) 277-7590

DEKEYZERHARDSCAPES@GMAIL.COM



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