

BRICK & STONE

G R A P H I C S

www.brickstonegraphics.com

MARKETING IDEAS

What you put in your cover page along with your order form is what really helps your sales. After 17 years in business we realize that many people view this project as a way to memorialize those who have passed. It certainly can do that, however, we suggest that you give you customers examples of all the possible ways your program can honor those who have passed and those present. Let them know that this program will build not only a tradition but a legacy.

Examples of who might want to buy a brick in a school campaign:

Alumni	SRO's	Special Education
Current Students	Businesses in the	Special Olympics
Valedictorian	community	Graduates
Salutatorian	Technology Department	Gifts from Relatives
Top 10 Graduates	Food Services	Honor
First Graduating Class	Employees	Teachers/Coaches
Principals	Transportation Dept.	Large Tiles for Teams to
Sports Teams	Employees	list their awards
Individual Athletes	Guidance Counselors	and records
Clubs and Officers	Nurses	Senior Tiles with List of
Armed Forces Graduates	Custodial Dept.	Honors
Family Members	Employees	

Examples of who might want to buy a brick in a church campaign:

▪ Births	▪ Youth groups	▪ Past Pastors
▪ Anniversaries	▪ Baptisms	▪ Office Personal
▪ Marriages	▪ Deacons	▪ Choir Department
▪ Sunday School Classes	▪ Elders	▪ Special Scriptures
▪ Sunday School Teachers	▪ Founders of The Church	

Our 12x12's or 24x24's are a great centerpiece for your display of recognition. These tiles or bricks can display your church or school logo along with a scripture or motto. This is a great way to begin your campaign and to motivate your customers. These large pieces are also used for clubs to list their awards and ranks. The can even be used to list the school board members. Visit our website and click on the link "Brick Sizes" to view the colors and sizes available. All sizes available were made to modulate so that all your bricks will fit together evenly and nicely.

A vital key to the success of your campaign is your committees and the leaders of these committees. Sign up sheets for volunteers are perfect ways to unite a committee. Dividing the work up between parents and trustworthy students will make the process go smoother. Students can earn community service hours while helping your campaign. Even the parents who work will enjoy being a part of this new tradition. Let everyone be a part of this process and they will enjoy the outcome so much more.

Recommended Committees:

Committees to- Come up with a cover letter for school bricks and for business bricks (we can help with this). Using the tips above will help you market your bricks with success.

Committees to- Make copies and assemble your order packets.

Committees to- Market to your community and businesses. Let them know that we can engrave their company logo if they provide Clean Camera Ready Artwork. Due to the sandblasting process we are unable to design small detail.

Committees to- Advertise through cable and school websites. This will allow you to reach much more of your community.

Committees to- Send out mass mailings to all students and their parents of your cover letter and order form. You can get "To the Parents Of" labels from your main office and get businesses to sponsor postage.

Committees to- market to clubs in your school. List of these clubs and their sponsors are available at your main office. Place letters in their boxes asking for 5 minutes on their agenda for their next meeting. Bring along all the necessary tools to the meeting such as sample bricks and order forms. Advise them they do not want to miss the opportunity to advertise and permanently recognize their members. If you would like to rebate each club, customize and order form with their organization name. Once they collect their order forms and payments they can make a check to your group minus their percentage.

Committees to- Advertise every chance you get. Equipped with picture, sample bricks and order forms you can setup a table at events such as sporting events, PTA meetings and assemblies.

Committees to- organize all you orders by logo (all footballs together...etc) number them consecutively on the upper right corner. Make a copy of each order and check. (Mail, Fax, email or deliver orders to Brick & Stone Graphics. you can place all your orders in excel or word format.)

Committees to- Receive and Proof. We will make a proof for each brick (6 bricks to a page). To avoid confusion and changing design fees we suggest that you don't allow customers to proof their own order.

Committees to- check the bricks. They will have the same number written on the back of the brick as the number on the proof copy- so they are easier to check in- (give yourself a few days to do this before installation so we can fix any last minute problems)

If you have any questions please feel free to call. Good luck and we hope to make this experience a good one for you and to make the process go as smoothly as possible.