

# **Guidelines for using Tom Antion's Electronic Marketing Camp as a Fundraiser:**

**Copyright ©2012 Tom Antion**

**Permission is granted to rewrite this document and  
customize to your needs.**

**Note:** This is a sample of what Tom uses for his large entry fee  
Buttcamps.

**Note:** It's up to you to be sure you don't violate any laws when holding  
your fundraisers.

**You must do at least the following to be considered a "sponsor" of  
the event and share in the revenues:**

1. Publish a significant write up about the event in at least one chapter  
newsletter that reaches its readership at least one week BEFORE the  
event. Optimum would be three chapter newsletters prior to the event.

2. Prominently display the event on your chapter website at least one  
month prior to the event.

3. Send at least one email announcement to your email list. Three email  
blasts spread out over one month would be optimum.

4. Do a 3-5 minute mention at one or more chapter meetings prior to the  
event. Three meetings in advance would be optimum.

The more you do to promote the event, the more money you'll make. (See the Promotional Suggestion sheet/Marketing Plan for more possibilities.)

## **Revenue Sharing:**

**There are two models:**

1. Do the fundraiser as a stand-alone event.
2. Have me do the entire Day Butt Camp and then do your chapter meeting either the day before or the day after. Having your chapter meeting the day before is optimum.

### **MODEL 1 STAND ALONE EVENT**

This model can be done any time during the year which means you don't have to fit it into your chapter meeting schedule.

In this model you share in the net profit on admission fees of the event. Net profit is defined as the revenue from admission fees left over after the expenses of the event are paid.

\*(See expense details below)

Your chapter gets a 25 percent share for paid attendance up to 20 people and a 50 percent share for the entire paid attendance if we go over 20. I also contribute 10% of my product sales to the chapter.

## **MODEL 2 FUNDRAISER AND CHAPTER APPEARANCE**

The only difference in this model is that it's customary for chapters to reimburse national speakers for their expenses when doing a chapter event. The chapter gets part of this back because there will be less expenses attributed to the fundraiser which makes a bigger revenue share for the chapter.

**EXAMPLE:** Colorado Speakers Association had me do both the fundraiser and the chapter meeting. We had 22 paid attendees for the fundraiser and after all expenses the chapter netted \$2003.37

**EXAMPLE:** San Diego Speakers Association did a stand alone fundraiser and charged a little less per person. With 25 paid they cleared about \$1800.00

### **\*Details on Expenses:**

- I use Economy Travel whenever possible (including airport parking, transfers, gratuities, etc.)
- Lodging and meals
- Cost of meeting room, beverages and snacks for attendees.
- Cost of A/V Screen, flipchart etc. (It's possible that I'll ship my own sound system, laptop and projector and will only need 10 x 10 screen and flipchart)

Thanks

Tom