

***we all* Poster Sales**
RPCVs of Wisconsin-Madison
March 2014



Enhance your fundraising with beautiful multi-cultural posters

- Sell three *we all* Poster Sets - each set includes five unique 36" X 24" posters
- Feature striking photos of people and customs of 65 countries
 - ✚ Set One: - we all dress, eat, work, need a home, and need water
 - ✚ Set Two: – we all learn, play, go places, shop, and need friends
 - ✚ Set Three: – we all celebrate, create, need health, need peace, and need energy
- Target sales to these groups
 - ✚ Libraries
 - ✚ Teachers – social studies, multicultural education, world languages, ELL
 - ✚ Children’s museums
 - ✚ Conferences and workshops
 - ✚ Community centers and office hall ways
 - ✚ Organizations for children, families, social justice, environment
 - ✚ Leaders and volunteers your group wishes to honor
- Customize order form with your logo (with orders of 1 crate – 144 posters)
- Impress customers with up-to-date link to Poster Fact Sheets
- Enjoy sales support from the *we all* Poster Committee with tips on outreach
- Detailed suggestions and profit analysis here: www.rpcvmadison.org

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Details on how to promote the posters on the following pages

we all Poster Sales Toolkit

RPCVs of Wisconsin-Madison

March 2014



Enhance your fundraising with cultural items

Is your group interested in adding a beautiful, cultural product to your fundraising repertoire and work on the Third Goal in the process? The Returned Peace Corps Volunteers of Wisconsin-Madison offer three unique, multicultural poster sets for use at workshops, school programs, or gifts, or for your group to sell as a fundraising item.

Each of the three *we all* Poster Sets includes five unique 36" X 24" posters, highlighting striking photos that appeared in past International Calendars, sold worldwide by RPCV-Wisconsin. The captivating photos, taken by Peace Corps Volunteers and international travelers, capture the daily life and customs of people and places seldom featured in tourist brochures.

3 Different Sets - Featuring 65 Countries

<https://www.rpcvmadison.org>

The posters illustrate universal commonalities and honor cultural differences and are correlated with Maslow's Hierarchy of Needs standards:

Set One: **Basic Needs** - we all dress, eat, work, need a home, and need water

Set Two: **Social Needs** – we all learn, play, go places, shop, and need friends

Set Three: **Self-Actualization Needs** – we all celebrate, create, need health, need peace, and need energy

Target Markets

The target markets for the posters are libraries, children's museums, and the hallways and offices of community, cultural, or college centers. Designed as an educational tool supporting Common Core standards, the posters are especially appreciated by educators in world languages, social studies, environmental studies, arts, multicultural education, and ELL. The posters make excellent gifts for leaders and volunteers in any organization who have worked to achieve educational, multicultural, and social justice goals.

Promotion Suggestions

Form a small group with networks in education, culture, and social justice. Include Returned Peace Corps Volunteers, especially teachers. Develop a target sales list of organizations and local and state agencies who may be interested. Then list the publications, web pages, and social media sites of these organizations. Next list conferences, events, and upcoming sales opportunities of these target groups and your own group. The high regard that Peace Corps Volunteers are held will strengthen your sales.

Set up a sales table at holiday events or education workshops, especially ones that attract social studies, global studies, or ELL and world language teachers. Inquire about the possibility of waiving or discounting the tabling fee, if yours is a non-profit organization. Event attendees may be reluctant to carry the poster tubes around with them during a conference, so have order forms available, or offer to mail them after the conference.

Promote all your group's events and products at a table, as well as Peace Corps. The large, colorful posters stand out in any setting and attract many compliments on their quality and intense interest.

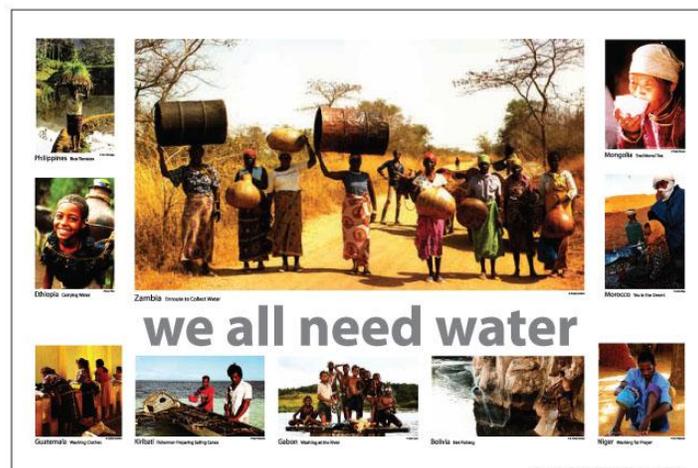
Free Order Form and Country Fact Sheets

The RPCVs of Madison will provide your group with a custom-made order form for poster sales, using your logo and current order form formats. There is no charge for groups that order a case of posters. Or, you can modify the form yourself with Adobe Acrobat software.

<http://rpcvmadison.org/>

Fact sheets, about each poster, periodically updated, are available for free on the *we all* website.

<http://rpcvmadison.org/>



Profit Analysis

Pricing effective March 2014

	QTY	INCOME		EXPENSES	
SET ONE					
Buy Posters	25			\$15.00	\$375.00
Estimate UPS from Madison	1 cs				\$100.00
					<u>\$475.00</u>
SUBTOTAL					
Sell Posters	25	\$35.00	\$875.00		
Buy Postage (USPS)	25			\$3.16	\$79.00
Charge for Shipping	25	\$4.50	\$112.50		
TOTALS			<u>\$987.50</u>		<u>\$554.00</u>
			<u>\$433.50</u>		
			\$400.00		
OTHER COSTS TO CONSIDER					
Laminate one set for display					
tape gun and shipping tape					
print order forms					

Notes About the Profit Analysis

The Profit Analysis above assumes that every single poster set you order will be mailed to someone in your state. If you sell them at conferences or other venues, you may be able to remove the postage expense and the shipping income. You should also consider costs for printing order forms (usually \$0.50/page for color, but coupons for Staples, Office Max or Office Depot can often bring the price as low as \$0.19/page).

You'll see that there is a cash profit if you mail these from your location. However, that profit is offset by the work of an individual having to prepare a label, tape up the tube, and get the tubes to the post office. That is a choice each group will have to make.

Breaking up the sets to sell the posters individually is an option. You will run the risk of having unsold ones-ies. Selling one poster in a tube would cost the same in shipping charges, and you would have to purchase additional tubes.

The UPS charges are approximate to ship a case of posters.

The USPS rate we have provided is Media Rate, and is allowed for "Printed educational charts," according to USPS rules 473.2.2.g. Delivery is in 7-10 days. You may have to justify these details at your local post office. Our experience with uninsured media mail delivery has been good, but not perfect. We have had 2-3 reshipments required due to damaged or lost parcels, out of over 1000 total shipments.

