



A proven money maker for schools!

This fund-raising idea has been catching on like wildfire in schools. Students love it! Local businesses love it! Your school will love it! Let us show you how your school can cash in on this fantastic, easy way to raise money.

FIRST *Contact local businesses in your area for special discount offers they might wish to extend to students carrying your school's discount card. Businesses are very receptive to this type of program. It's free advertising for them and tends to increase their traffic and sales. When you feel you have enough business participants to make it worthwhile for your students to purchase and use this card, then...*

SECOND *Complete the enclosed form. Include your special offers on the back of the card, using a separate sheet if necessary and return the form to us along with artwork for your logos. We'll typeset the information for the back of the card and send you a proof for your approval along with a formal quotation based on the quantity you indicate.*

THIRD *Once you review and approve the proof, return it along with your deposit for 50% of the total cost. Your cards will be printed and shipped to you within 10 days. We will bill you for the balance which will be due within 30 days. Then, all you have to do is let your students know the cards are available and watch them line up to purchase them!*

Of course, you probably have a few questions, such as . . . What's it going to cost our school? How much can we sell them for? How much profit can our school expect to make? We can answer the first question, but the rest depends on you. Here's an example of costs for two-color printing on the front of the card, one color on the back plus signature panels—similar to the sample card enclosed:

<i>Quantity</i>	<i>Price Per Card</i>
2,000	\$.65
1,000	.79
500	1.21
300	1.55

Our minimum order is 100 cards. Embossing services (raised characters) and hot stamp foil printing are available at an additional charge.

It's up to you to determine the price you want to sell the cards for. Here's an idea of what your profit would be if you sell the card to your students at a price of \$5 to \$10.

YOUR PROFIT

<i>QUANTITY</i>	<i>YOUR COST</i>	<i>@ \$5.00 each</i>	<i>@ \$10.00 each</i>
2,000	\$1,300.00	\$8,700.00	\$18,700.00
1,000	790.00	4,210.00	9,210.00
500	605.00	1,895.00	4,365.00
300	465.00	1,035.00	2,535.00

Don't delay...start soliciting those special offers from your local businesses. You'll be on your way to fantastic profits for your school!

This service is offered to you by CREDIT CARD CONCEPTS OF AMERICA, INC., a company specializing in printed plastic cards provided to many different types of businesses such as schools, libraries, hospitals, credit unions, country clubs, hotels, restaurants, etc.

CREDIT CARD CONCEPTS, INC.

2162 W. KAYLANE COURT, NIXA, MO 65714
(417) 724-7000 • FAX (417) 724-7001 • (800) 382-9544
Website: cccfa.com • E-mail: submit@cccfa.com

FORM NO. 1200 (7/04)

Here's a suggestion
about how your school can
start soliciting those
special offers ...

monroe high school
12345 Any Street
Any Town, USA 00000
September 1, 200X

Mr. General Manager
Formal Wear Tuxedo Shop
1234 Main Street
Our Town, USA

Dear Mr. General Manager:

As a fundraiser for the current school year, Monroe High School is planning to sell plastic discount cards to our students. The cards will have our school's name and emblem on the front. The back of the card will be printed with special discounts for the cardholder offered by participating businesses in the area. The card will be valid for one year only. We feel this will be an excellent fundraiser and will benefit our school, our students and the businesses involved.

We hope that you will join other businesses participating in this fundraiser by offering a discount or special offer of your choice. Suggestions might be a % or \$\$ off or a 2 for 1 offer. Enclosed is a sponsor form for your convenience. As space is limited, only the first business responding on the back of the card. Offers should be limited to one line such as:

YOUR BUSINESS NAME Buy one item, get one item of equal or lesser value free.
YOUR BUSINESS NAME 10% OFF all regularly priced merchandise.
YOUR BUSINESS NAME Buy any regularly priced meal, get free medium drink.

We would appreciate your response by September 30. If you have any questions regarding this fundraiser, please don't hesitate to call.

JQC:wp
Enclosure

monroe high school DISCOUNT CARD SPONSOR FORM

Mr. John Q. Coordinator
Fundraising Chairman
Monroe High School
12345 Any Street
Any Town, USA 00000

DATE

Dear Mr. Coordinator:

We are pleased to join your fundraising effort by offering the following discount or special offer to students carrying a Monroe High School Discount card. This offer will be November 1, 20X4.

AUTHORIZED SIGNATURE

BUSINESS NAME

ADDRESS

Sincerely,
John Q. Coordinator
John Q. Coordinator
Fundraising Chairman



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(417) 724-7000 • (800) 382-9544 • FAX (417) 724-7001
www.cccofa.com

Here's how you can get your own

SCHOOL DISCOUNT CARD

CREDIT CARD CONCEPTS OF AMERICA would like to show you what your own school discount plastic card would look like. All you have to do is fill in the information below, and we will provide you with a proof at no cost or obligation to you.

1 In the space provided below, enter the information you will want on your card, in roughly the correct position. For a large amount of copy, please type on a separate sheet.

THE BLOCKS BELOW MUST BE FILLED OUT IN ORDER TO PRODUCE YOUR CARD

FRONT OF CARD

BACK OF CARD

	E M B O S S I N G A R E A	
MAXIMUM COPY AREA FOR PRINTING		

2 If you want your school logo or any special typestyle on the card, please enclose copies (any size) of your school name and logo or camera-ready artwork. Black and white slicks are best for reproduction, but if not available, we can use letterhead, envelopes, brochures, etc. The more you send, the easier it is for us to pick the best artwork for your card. Also, the better artwork you send, the better your card will turn out.

PLEASE NOTE: Photocopies and metallic colors do not reproduce well. If your logo contains more than one color, we will need separations for each color. Please do not staple, tape, paper clip or fold through your artwork.

3 Circle the color of plastic stock that you would prefer.

Gold	White	Light Green	Brown
Silver	Light Blue	Dark Green	Black
Copper	Dark Blue	Orange	Tan
Yellow	Red	Pink	Cranberry

4 What color(s) of ink would you prefer: (Fill in only necessary blanks.) All standard or PMS colors are available, including white. If more than one color per side is required, please indicate what colors and where they appear in the card outline areas on this form above.

FRONT OF CARD

BACK OF CARD

1st Color _____
2nd Color _____
3rd Color _____

1st Color _____
2nd Color _____
3rd Color _____

5 Approximately what quantity would you need if you decide to purchase cards? _____ **Minimum order is 100 cards.**
(We will send a price quotation on the quantities you indicate. You must indicate a quantity in order for us to send you a formal quotation.)

6 Person to contact:

Name: _____ Position: _____

School Name: _____ Telephone: () _____ Fax: () _____

Address: _____
City State Zip Code

Our normal delivery time on plastic cards is within two weeks after final approval of proof.

Thank you for giving us this opportunity to show you the quality of our product and the speed and promptness of our service.