

Facebook & Twitter

1. **Facebook.com/cfsorlando**
2. **JOIN** your **EVENT**
– <http://bit.ly/Beds4WPHSBand>
3. **INVITE** all of your **FACEBOOK** friends to the event and **SHARE** it on your timeline.
4. **SHARE** Every time we post!
5. **FOLLOW** us on [Twitter.com/cfsorlandofl](https://twitter.com/cfsorlandofl)
6. **TWEET** #Beds4WPHSBand and **ReTweet**



Text/Email Campaign

1. **TAKE A PICTURE** of your student referral flyer
(With your child's name inserted)
2. **TEXT/EMAIL** it to friends and family with brief message:

Sample Message:

Winter Park High School needs your help.
Mattress sale 03/10/2018.
Great mattresses at great prices!
Please come out and support (Your child's name).
Bring this coupon for \$50 OFF!



QUESTIONS? CONTACT:

Gregg Wallace
409-392-4620

cfsorlando@customfundraisingsolutions.com

Road Signs

Please put a road sign out in your yard today and your workplace if possible and keep it out until day of event.

**MATTRESS SALE
FUNDRAISER**
Save up to 50% OFF Retail
Winter Park High School
Saturday March 10, 10 am – 5 pm

Flyers and Poster

Please put out flyers and poster at work, places of businesses and to all family and friends.

THE 1ST ANNUAL WINTER PARK HIGH SCHOOL MATTRESS FUNDRAISER

Every Purchase Benefits Band Fees & Instruments

SAVE UP TO 50% OFF RETAIL

Twin From \$199 | Full From \$249 | Queen From \$299 | King /CA-King From \$499

- ✓ All Sizes Available!
- ✓ Firm, Pillow-top, Orthopedic, Latex & Gel Memory Foam Sets
- ✓ All Mattresses are **BRAND NEW** with Full Factory Warranties!
- ✓ Adjustable Beds, Luxury Pillows & Mattress Protectors!
- ✓ Name Brands like Simmons Beautyrest
- ✓ Layaway and Delivery Available
- ✓ Cash | Check | Credit Card

Beautyrest



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 cfsorlando@customfundraisingsolutions.com

[cfsorlandofl](https://twitter.com/cfsorlandofl)
#Beds4WPHSBand

When: Saturday, March 10
Time: 10:00 am - 5:00 pm
Where: 2100 Summerfield Rd, Winter Park, FL 32792
Event Link: <http://bit.ly/Beds4WPHSBand>



\$50 OFF ANY SET OVER \$199!

YOU HAVE BEEN PERSONALLY REFERRED BY:

Personal Referrals

Personal Referrals account for 65-80% of the number of mattresses sold at our fundraiser. All we need you (each family) to do is talk to EVERYONE you know and find people (at least ONE) who are in the market for a mattress and get them here the day of the event. Remember, 10% of them will buy a mattress somewhere this year. Let's make sure it's here!!!

People to Contact

* Mom & Dad * Cousins * Aunts * Uncles * Grandparents * Friends * People from Church * Neighbors
* Parents Co-workers * Anyone else you can find!

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SAMPLE PHONE SCRIPT

Hi, this is _____, I am on/in the _____ and we are having this really cool fundraiser.

It is a mattress sale and you can save a lot of money and help out our program.

These are all BRAND Name mattresses like Simmons Beautyrest with Factory Warranties and THEY ARE ALL UP TO 50% OFF RETAIL!!!

Do you have a mattress that could stand to be replaced in your home (or camper, etc.)?

Great! The sale is at school on (date and time).

This really helps me personally and will help our group a lot.

I have a coupon for you that can save you even more.

Do you want me to text or bring it to you?

Thanks a lot and I will remind you a few days before the sale if that is okay.

CASH Prizes

⇒ 1 referral buys a mattress = \$25!!!

⇒ 2 referrals buy a mattress = \$50 CASH!!!

⇒ 3 referrals buy a mattress = \$100 CASH!!!

⇒ 5 referrals buy a mattress = \$200 CASH!!!

⇒ 10 referrals buy a mattress = \$500 CASH!!!

*10+ REFERRALS = \$25 additional for each mattress sold