

# CALENDAR SALES

Good luck with selling your rodeo calendars! Here are a few pointers.....

1. **DON'T** ask someone if they want to buy a \$20 calendar.  
NO ONE wants to spend \$20 on a calendar!
2. Instead, ask them **"Would you be willing to help sponsor High School Rodeo"**  
As soon as you say the word **"Sponsor"** they think you are going to ask for \$100  
They will then ask "how much it is" You say.....  
**"It's just \$20, and you get a calendar with all the high school rodeo kids in it. Also, you have a chance to win some money. They have a drawing for \$40 every Tuesday, \$200 every holiday, and \$1000 dollars during the finals!"**
3. Explain to them that **the money from the calendar sales helps send our South Dakota top 4 in each event to Nationals. The picture on the front of the calendar is last year's National team.** Each national qualifier usually gets \$1000 dollars toward expenses from the calendar sales. People like to know where their money is going, and that it is going to local kids!
4. Keep your calendars clean and nice! Keep them in a good bag.  
Don't leave them in the back of your window in your car to fade out.  
No one will want a ratty calendar!
5. Be respectful and thankful. Yourself and others will be selling these calendars for many years, and repeat supporters is key to selling calendars!
6. Go to your local businesses, also hit up the hunters..... They LOVE South Dakota stuff, and they like to support kids, and they like the gamble of winning money. So hit up the bars and restaurants at supper, casinos or go to the hunting lodges, **but always ask permission from the owner or manager to sell calendars to their customers.**
7. Keep a record of who you sell to, so you can resell to them in the following years, and just in case something gets lost in the mail. It happens! Don't send cash in the mail. Keep your money and stubs in a safe place! Consider sending certified mail.
8. Try to have all your calendars sold before Christmas, the sooner the better! Send all money and stubs in by January 1<sup>st</sup> so they can get in the New Years \$200 drawing. **Make sure your name is listed as the seller of every stub, so you receive credit for the sales.**
9. Check the website [www.sdhsra.com](http://www.sdhsra.com) to make sure your calendar sales are recorded within 3 weeks after sending them in.
10. There is a list of prizes for calendar sales, if you sell 8 you get a t-shirt, sell 20 and you get the t shirt & sweatshirt, 30 gets you a t shirt, sweatshirt, and jacket, and a FREE membership if you sell 50 calendars by January 1<sup>st</sup>.
11. Lastly remember, your memberships are due by November 1<sup>st</sup>, you fill them out online this year!  
Call if you have any questions \_\_\_\_\_

(enter Contact name and phone # here)

## Script to sell calendars

Hi my name is \_\_\_\_\_; I am a member of South Dakota High School Rodeo and we have a calendar raffle each year to support the organization and the members of the association. Each week we give away \$40.00, \$200.00, or even \$1,000.00.

Would you be willing to purchase a raffle ticket, get a calendar and support both me and High School Rodeo? Your donation is tax deductible and your name goes back in the drawing if you win!

Thank you