

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 members 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!” They may use cash, credit, or debit card to purchase the calendar; there is a processing fee when using a credit or debit card. When using the QR code there is no need to fill out the calendar stub as the Calendar Chair will do this once she gets a submission list.
3. Explain to them that the money from the calendar sales helps send our South Dakota top four 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.
Do not 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. You and others will be selling these calendars for many years, and repeat supporters are 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 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 1st so they can get in the New Years \$200 drawing. Make sure your name is listed as the seller of every calendar stub, so you receive credit for the sales.
9. Check the website www.sdhsra.com to make sure your calendar sales are recorded within 3 weeks after sending them in.
10. If you have unsold calendars you need to return them to your calendar by March 1st. Otherwise you are not eligible to rodeo.
11. 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 1st.
12. Lastly remember, your memberships are due by November 1st, you will need to fill them out online.
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 with all our National Team and Scholarship winners from the year, which helps support the organization and the members of the association. You have a chance to win as each week we have a drawing on Tuesdays for \$40.00, on special holidays we have a drawing for \$200.00, and at the State High School Rodeo Finals we have a drawing for \$1000.00. Your donation is tax deductible, and your name goes back in the drawing, and you could be the BIG winner!

Would you be willing to Sponsor SDHSRA by purchasing a SDHSRA Calendar and get your name in a drawing, and support both me and High School Rodeo?

Thank you