

Fundraising Opportunities

Opportunity Knocks—

And Leads Follow!

The Fundraising Guide for Catholic Schools

Ad/advertorial insert

Maximize your exposure to the lucrative Catholic school market

A special section in the March issue of *Today's Catholic Teacher*, *The Fundraising Guide for Catholic Schools* will give Catholic school principals and teachers fundraising ideas and information. Your half- or full-page ad qualifies you for FREE equal, adjacent advertorial space and entry into the *Opportunity Knocks Box* (for a nominal fee). Use your advertorial space to tell a success story, highlight your company, or launch a new product.

The Opportunity Knocks Box

Your Fundraising Products Delivered to Catholic Schools

Deliver your product samples and information directly into the hands of fundraising decision makers at the top 500 Catholic schools in the country!

Your half- or full-page ad in *The Fundraising Guide for Catholic Schools* qualifies you for entry into the *Opportunity Knocks Box* (for a nominal fee). The *Opportunity Knocks Box* will include your product sample and literature as well as *The Fundraising Guide for Catholic Schools*.



The Average Catholic School Holds

Three Fundraisers Per Year!



PLUS

You'll receive these additional benefits:

- ▶ **Your information** will be emailed to Catholic school principals.
- ▶ **Your fundraising information** will be featured on todayscatholicteacher.com with a link to your website.

PLUS

You'll receive leads and detailed sales follow-up information that includes:

- ▶ Executive summary results from a **telemarketing survey** of the *Opportunity Knocks Box* recipients.
- ▶ Full-page advertisers will have **your company logo** featured on the outside of the *Opportunity Knocks Box*.
- ▶ **Follow up email** to the *Opportunity Knocks Box* recipients featuring a short description of your product and a link to your site.
- ▶ **Names and addresses** of the *Opportunity Knocks Box* recipients. These are qualified decision makers responsible for purchasing fundraising items for their school.
- ▶ Executive summary results from our **website fundraising market survey**.