



## Transplant Life Foundation

### ***TransplantNATION* Fundraiser Sale Guide**

After surveying all of the teams that participated in the 2018 Transplant Games, it became very clear that most teams are in need of fundraising assistance. To help with this need, Transplant Life Foundation has created a great fundraising opportunity that can offer financial assistance to all participating teams in the 2020 Donate Life Transplant Games. In addition to raising funds, this program will also support TGA's mission to spread awareness about the need and success of organ donation.

This fundraiser is designed to give teams a way to offset registration costs as well as provide funds for team expenses or scholarships. In this guide, you will find much needed information and answers to your questions regarding all aspects of the fundraiser.

#### **About *TransplantNATION* Magazine**

*TransplantNATION* is a 68-page, bi-monthly magazine that works to connect and support the growing audience in the United States who are in the organ donation and transplantation world. *TransplantNATION* magazine is a full-featured publication with interesting stories of everyday heroism, heartfelt sacrifice and articles on healthy living, new beginnings and industry activity. This magazine includes stories of donors who gave others another chance at life and tales of recipients who are anxious to show their donor families what their gift means to them. *TransplantNATION* connects all the unique groups that make up the transplant community. It provides recipients, donors, dialysis patients and so many others with the knowledge, hope and connection they deserve. With each issue, we touch more lives with inspiring stories, educational information and the idea that they are not alone in their journey.

#### **HOW WILL THE FUNDRAISER WORK?**

All TGA teams are invited to take part in this fundraiser. The funds raised will help teams offset some expenses associated with participating in the 2020 Donate Life Transplant Games, the largest gathering of organ donation and transplantation participants in the country. Naturally, the more subscriptions and ad space sold, whether that is by one person or a team of many people, the more discounts and funds will be given to the team.

Team Managers will be provided sales packets to share among their participating team members. Team members will then use the sales packet to share with their friends, family, colleagues, etc. and begin taking orders as early as **August 26, 2019**. TLF will then distribute rewards earned to the Team Manager beginning on **December 1, 2019**. After December 1, 2019, TLF will distribute rewards earned every month after. Individual teams will be responsible for determining the method and process for internally distributing registration credits and funds related to this program.

## Magazine Subscriptions Sales

For financial security purposes, subscribers will have to input their orders on the team websites. Each team has their own website page which has been created and is managed by TLF. Follow the link to see each team site- <https://www.transplantnation.org/team-subscriptions>. Subscribers will follow the instructions and input their information. Each sale will need to have a team members name archived with it to be counted. *There is information on each team page that explains to the subscribers the importance of this step.* This web page will help TLF track and see which teams are eligible for registration credits and funds for each month.

### The subscription rates are as follows:

- 1 Year (6 issues): \$36
- 2 Year (12 issues): \$60
- 3 Year (18 issues): \$75

## WHAT ARE THE SUBSCRIPTION REWARDS?

- **25% of ALL MAGAZINE SALES will be credited to the Team Manager to be used towards registration costs for your team.** These credits will be issued in coupon codes in increments of \$50 and \$25 to go toward individual registration costs. The codes will be provided to the Team Manager **each month, beginning in December 2019.**
- In addition, once a minimum of 50 subscriptions has been sold, **10% of ALL MAGAZINE SALES will be distributed as funds** to the team. Again, this will be distributed to the Team Manager and it will be left to the team's discretion on how to use or distribute the funds.
  - Examples to use the funds may include team expenses such as trading pins, uniforms, etc. or simply given to team members that participated in the fundraiser to assist with individual expenses.

## Subscription Income Potential- Table Breakdown

# of people participating in the Fundraiser	# of Subscriptions Sold	Total Subscriptions Sold	Price for <u>1 year</u> Subs.	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned (50 minimum)	Total Team Payment
1	20	20	36	\$720	\$180	\$0	\$180
5	20	100	36	\$3,600	\$900	\$360	\$1,260
10	20	200	36	\$7,200	\$1,800	\$720	\$2,520
15	20	300	36	\$10,800	\$2,700	\$1,080	\$3,780
20	20	400	36	\$14,400	\$3,600	\$1,440	\$5,040
25	20	500	36	\$18,000	\$4,500	\$1,800	\$6,300
50	20	1000	36	\$36,000	\$9,000	\$3,600	\$12,600
# of people participating in the Fundraiser	# of Subscriptions Sold	Total Subscriptions Sold	Price for <u>2 year</u> Subs.	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned (50 minimum)	Total Team Payment
1	20	20	60	\$1,200	\$300	\$0	\$300
5	20	100	60	\$6,000	\$1,500	\$600	\$2,100
10	20	200	60	\$12,000	\$3,000	\$1,200	\$4,200
15	20	300	60	\$18,000	\$4,500	\$1,800	\$6,300
20	20	400	60	\$24,000	\$6,000	\$2,400	\$8,400
25	20	500	60	\$30,000	\$7,500	\$3,000	\$10,500
50	20	1000	60	\$60,000	\$15,000	\$6,000	\$21,000
# of people participating in the Fundraiser	# of Subscriptions Sold	Total Subscriptions Sold	Price for <u>3 year</u> Subs.	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned (50 minimum)	Total Team Payment
1	20	20	75	\$1,500	\$375	\$0	\$375
5	20	100	75	\$7,500	\$1,875	\$750	\$2,625
10	20	200	75	\$15,000	\$3,750	\$1,500	\$5,250
15	20	300	75	\$22,500	\$5,625	\$2,250	\$7,875
20	20	400	75	\$30,000	\$7,500	\$3,000	\$10,500
25	20	500	75	\$37,500	\$9,375	\$3,750	\$13,125
50	20	1000	75	\$75,000	\$18,750	\$7,500	\$26,250

## Magazine Ad Space Sales

Once a Team Member has sold an ad to a customer, the team member will have them fill out the “Ad Sales Referral Form.” This page will gather the information needed for TLF to contact the “customer” on the details for their ad- design, timelines, issue placement etc. TLF will then credit the Team Member in our system to receive the proper registration credit and funds.

The ad space rates can be seen in the following document:



### 2019 Advertising Rates

Four Color Ads	1X	3X	6X	12X
Full Page	1750	1400	1280	1150
2/3 Page	1450	1180	1080	950
1/2 Page	1350	1080	980	880
1/3 Page	1000	800	750	680
1/4 Page	750	600	550	500
2-Page Spread	3250	2780	2580	2380

Cover Ads	1X	3X	6X
Back	2050	1850	1700
Inside Front	1950	1750	1650
Inside Back	1800	1600	1500

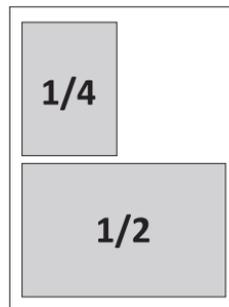
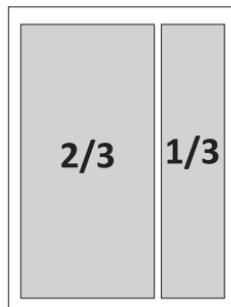
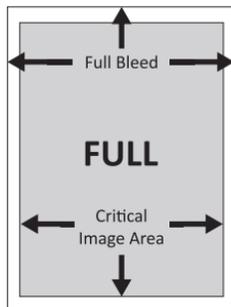
TransplantNATION is published 6 times per year

Prices are based on submission of a digital print-ready file.

Frequency discount is based on the total number of insertions to appear during a consecutive 12-month period. Guaranteed positions are available at 15% premium. Call for availability. Subject to terms and conditions available upon request.

### Unit Sizes & Specifications

Magazine Trim Size  
8.125" x 10.875"



PDF documents are preferred. Files should be 350 dpi. Files should be Press optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded.

Spot Color and RGB Ads: (Use of PMS inks) We do not support spot color or RGB printing for the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent.

**Full Bleed Page**  
8.67" x 11.4075"  
7.625" x 10.375" (image area)

**2/3 Page Vertical**  
4.9444" x 10.375"

**1/2 Page Horizontal**  
7.625" x 5.0475"

**1/3 Page Vertical**  
2.5139" x 10.375"

**1/4 Page**  
3.625" x 5.0475"

Final art should be e-mailed to:

[a.hartman@transplantLF.org](mailto:a.hartman@transplantLF.org)

Send via WeTransfer.com if file is too large for normal e-mail.

Questions? 616-356-2331

## WHAT ARE THE AD SPACE REWARDS?

- **25% of ALL AD SPACE SALES will be credited to the Team Manager to be used towards registration costs for your team.** These credits will be issued in coupon codes in increments of \$50 and \$25 to go toward individual registration costs. The codes will be provided to the Team Manager **each month, beginning in December 2019.**
- All ad space sales are eligible for **10% back in funds.** Again, this will be distributed to the Team Manager and it will be left to the team's discretion on how to use or distribute the funds.
  - Examples to use the funds may include team expenses such as trading pins, uniforms, etc. or simply given to team members that participated in the fundraiser to assist with individual expenses.

## Ad Space Sales Income Potential- Table Breakdown

# People Selling	# Ads Sold Per Person	Total Ads Sold	1/4 Page Ad Price	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned	Total Team Payment
1	1	1	\$750	\$750	\$188	\$75	\$263
5	1	5	\$750	\$3,750	\$938	\$375	\$1,313
10	1	10	\$750	\$7,500	\$1,875	\$750	\$2,625
25	1	25	\$750	\$18,750	\$4,688	\$1,875	\$6,563
50	1	50	\$750	\$37,500	\$9,375	\$3,750	\$13,125

# People Selling	# Ads Sold Per Person	Total Ads Sold	1/2 Page Ad Price	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned	Total Team Payment
1	1	1	\$1,350	\$1,350	\$338	\$135	\$473
5	1	5	\$1,350	\$6,750	\$1,688	\$675	\$2,363
10	1	10	\$1,350	\$13,500	\$3,375	\$1,350	\$4,725
25	1	25	\$1,350	\$33,750	\$8,438	\$3,375	\$11,813
50	1	50	\$1,350	\$67,500	\$16,875	\$6,750	\$23,625

# People Selling	# Ads Sold Per Person	Total Ads Sold	Full Page Ad Price	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned	Total Team Payment
1	1	1	\$1,750	\$1,750	\$438	\$175	\$613
5	1	5	\$1,750	\$8,750	\$2,188	\$875	\$3,063
10	1	10	\$1,750	\$17,500	\$4,375	\$1,750	\$6,125
25	1	25	\$1,750	\$43,750	\$10,938	\$4,375	\$15,313
50	1	50	\$1,750	\$87,500	\$21,875	\$8,750	\$30,625

# People Selling	# Ads Sold Per Person	Total Ads Sold	2 Page Spread Price	Total Revenue	25% Registration Credit Earned	10% Team Cash Earned	Total Team Payment
1	1	1	\$3,250	\$3,250	\$813	\$325	\$1,138
5	1	5	\$3,250	\$16,250	\$4,063	\$1,625	\$5,688
10	1	10	\$3,250	\$32,500	\$8,125	\$3,250	\$11,375
25	1	25	\$3,250	\$81,250	\$20,313	\$8,125	\$28,438
50	1	50	\$3,250	\$162,500	\$40,625	\$16,250	\$56,875

## WAIT, THERE'S MORE...

In addition to the financial incentives already mentioned, TLF is offering **High Performance Incentives** for teams as follows:

### **500 Subscriptions**

- Official TGA swag provided by TLF (ex: a backpack, water bottle, hat, team flags, etc.)
- A number of free tickets to a TGA event that otherwise cost money.

### **750 Subscriptions**

- Team recognition on custom signage at the games
- A special 2 page spread in the magazine following the games highlighting your teams success at the Games
- Team Table at the Expo

### **1000 Subscriptions**

- Team Table at the Expo
- 1-day Private Room at HQ hotel for team meetings
- Personal Team Registration area for the full team
- Team recognition at the Closing Program
- A special 4-page spread in the magazine following the games highlighting your team's success at the Games.
- A free 1-page ad for your local transplant center.

## TIPS TO INCREASE SALES...

- Share this fundraiser on your social media accounts. Encourage friends and family members to contact you to learn more.
- Offer the "DONATION OF A SUBSCRIPTION" opportunity if they are not interested in the magazine for themselves. They can donate to a donor family, transplant recipient, business, veteran, etc. The Team Manager can decide who those donations will go to in your state or TLF can help if needed.
- Keep in mind, if going door-to-door, you are most likely to catch them between 6PM and 9PM on weekdays.
- Ask your family and friends to share this at their workplace, schools, churches, etc. with your contact information.
- Don't forget to offer several subscriptions for the larger offices that may want them in various clinics. This is a great way to capture more profit for your efforts.