

Facebook & Twitter

1. **Facebook.com/cfscentralmass**
2. **JOIN your EVENT**
– bit.ly/BMMABeds
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/cfscentralmass**
6. **TWEET** bit.ly/BMMABeds 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:

Blackstone-Millville Music Association needs your help.
Mattress sale 04/27/2019.
Great mattresses at great prices!
Please come out and support (Your child's name).
Use this Coupon and SAVE!



QUESTIONS? CONTACT:

Tom Curtin
978-265-7931

tcurtin@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!
@ St' Paul's Church. 48 St' Paul St.
April 27th 10Am-5PM

Flyers and Poster

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

1ST ANNUAL BLACKSTONE-MILLVILLE MUSIC ASSOCIATION

THE MATTRESS FUNDRAISER



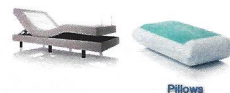
Every Purchase Benefits Blackstone-Millville Music



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



 [cfscentralmass](https://www.facebook.com/cfscentralmass)
 tcurtin@customfundraisingsolutions.com

 [cfscentralmass](https://twitter.com/cfscentralmass)
bit.ly/BMMABeds

When: Saturday, April 27

Time: 10AM-5PM

Where: St' Paul's Church

Event Link: bit.ly/BMMABeds



SAVE AN EXTRA \$50 OFF ANY SET OVER \$500

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!

NAME:

Phone:

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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