



**CISV VICTORIA**



## 2011-12 Magazine Campaign Notice

The Annual CISV Victoria Magazine Fundraiser is now underway. The campaign will run until June 2012. Profits will support the fundraising goals of our local CISV chapter.

### The benefits of using Canadian Community Reading Plan Magazine Fundraiser

1. **PROMOTES READING**
2. **40% Profit on every order goes directly to the group.** Eg. \$42.<sup>00</sup> order = \$16.<sup>80</sup> to CISV
3. **All Orders are guaranteed 100% for service and satisfaction.**
4. **Any concerns? Please call CCRP's toll free number at 1-800-665-5133.**

### Types of MAGAZINE SUBSCRIPTIONS

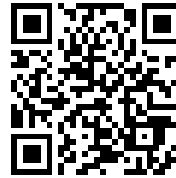
- **New subscriptions** can be purchased.
- **Renew** any subscriptions that are currently being received. The renewal subscription ordered will be **added to the current subscription**. The expiry date is extended. Please transfer information from current address labels to the order form, or clip and attach the address label.
- **Gift orders** can be sent to anyone in **Canada ONLY**. (Christmas, Birthdays etc). Magazines may take up to twelve weeks to arrive.



**ON-LINE ORDERING:** You view all of the magazine choices at [www.ccrp.ca](http://www.ccrp.ca).  
Follow the links to view by subject, or alphabetical



THE CISV CAMPAIGN CODE IS BC1769



**Order Forms:** Completed order forms, using the form in the printed catalogue, can be returned to Graeme Brown at the start of each JB and Village meeting.

### Please note:

- **Make all cheques payable to CISV VICTORIA (Do not use cash)**
- Visa & MasterCard are accepted.
- A \$1.00 Admin Fee is added to order form (up to four subscriptions to one address).  
Online orders are not subject to this Admin Fee.

**We suggest that members sell to family, friends, relatives and business contacts.**

Competitive coupons are honored - attach the original offer to the order form - to be valid the offer must be the same as CCRP in terms of issues, years, tax and currency.

**Questions?** Contact the Graeme Brown at [gwbster@gmail.com](mailto:gwbster@gmail.com) or 250-592-0994.

## **SALES TIPS**

1. **Read the material inside the front cover of the brochure very carefully**
  - You must understand how to sign people up for a NEW, RENEWAL, or GIFT magazine subscription. Recommend that people buy a gift for someone for Christmas, a new baby, birthdays, thank you, in lieu of the traditional flowers, chocolates or soap.
  
2. **Know how to introduce yourself to people**
  - The first question you should ask people is: "has anyone talked with you about our group's magazine program yet?" If "yes" thank them. If "no" tell them about it.
  - Be polite and tell them our name, what you are doing as a fund-raiser (taking orders for magazine subscriptions) and what the funds will be used for. If possible, leave the selection booklet at their home overnight and come back the next day to collect it.
  
3. **Never ask someone a question like:**
  - "Do you want to buy a magazine?" Rarely will you have success without properly explaining the program and letting the customer know exactly what you are doing.
  
4. **Politely talk to people and ask questions like:**
  - "What type of magazines do you read? Could you please order them through my group?"
  - "Do you see anything familiar and of interest to you in this magazine booklet.
  - "Would you care to assist our group program by signing up to something that you most likely already have?"
  
5. **Approach Businesses in your area:**
  - Always politely and assertively ask for the owner or manager. Do not explain the program to someone who does not make the decisions.
  - Tell them they can keep money in the community by helping your groups program.
  - Tell them that they will receive the same magazines they currently receive at the guaranteed lowest prices.
  - Tell them that new orders start after their current orders expire and that it is good to have a long time remaining on your order so you don't get a bunch of marketing mail.

**BRING ALL ORDERS, PAYMENT AND UNUSED MATERIALS  
TO THE next JB or Village MEETING**