

2017 Conservation Calendar Raffle-Year 8

Wisconsin Waterfowl Association



Key Contacts, Income & Expense Projections, Policies, Procedures, Guidelines, Seller's Prize Program & Key Dates...

WWA Calendar Committee:

Al Klug – Board Member:	262-388-3130	pegklug@hotmail.com
Rob Monette – Board Member:	920-885-5860	robin.monette@wisconsin.gov
Randy Helbach – Board Member:	262-389-5344	randyhelbach@hotmail.com
Tom Seibert – Regional Director:	414-750-8260	tseibert54@gmail.com
John Regan – VP WWA Board of Directors:	920-946-9400	john.regan@tdstelecom.com
Kelcy Boettcher – Director-Admin, WWA:	262-968-1722	kelcy@centurytel.com
W.W.A. P.O. Box 427 Wales, WI 53183		
BE SURE YOUR STUBS ARE LEGIBLE, MONIES COMPLETE!!		
Don Kirby – Executive Director, WWA:	262-224-4949	dpkwwa@gmail.com
George Tamms – American Litho	414-342-5050	prepress@amerilitho.com
Brian Whittow – D.O.A.-Division of Gaming	608-270-2545	
Key Contact at Scheels/Appleton: Fran/OPEN	920-830-2977	

NOTEABLE CHANGES FOR 2017:

* Drawings in 2017 to be made on the **SECOND WEDNESDAY OF EACH MONTH – 6PM**
NEW SITE: The Marsh Inn, near Collins Marsh, Highway W, Reedsville. John Regan, WWA Board Vice President, will be the primary contact for drawing night activities, for 2017.

* **2 Muddy Water Boats duck skiffs** will be included in the “major prizes” category for this Calendar.

* **WWA apparel is replaced with WWA logo knives** this year.

Income/Expense Budget:

Printing expense:	\$5,511 total (\$4,902 printing plus invoiced \$609 in design work). Print run of 4200 pieces (200 reserve stock held at home office).
Ad sales:	\$2,300 total (total ad potential is \$2600, 8 sets of 3 ads at \$325, with early bird discount)
Firearms/bows	\$34,172 total (\$26,790 in firearms from Scheels, \$4,550 in 14 bows from Mathews, \$2832 in 12 crossbows from Parker)
Other prizes	\$1358 total (\$30 each, 12 SportDog Brand collar sets, 6 Cabela's Northern Flight™ SLD-1 Single-Reed Duck Call: Value \$79.99 each – N/C, 6 Cabela's Northern Flight™ 12-Slot Full-Body Duck Decoy Bag: Value \$59.99 each – N/C. 2 Muddy Water Boats “teal” model duck skiffs - \$998
Gift card prizes	\$8,170 (92 @\$50 winners @ \$4370 and 40 \$100 winners @ \$3800 { 5% discount budgeted})
Logo knives	\$1,248 (104 pcs of 5 assorted styles of WWA logo knives from BNF, logo'd locally @ \$12.00 each/total per unit)
Postage expense	\$2500 (moving calendars during sales, shipping prizes to winners, sending results to home office)
Misc. Expense	\$1074 (cost of seller's awards)
Total Gross Potential:	\$80,000 at full sell out of 4000 pieces.
Expected net expenses:	\$51,733 (Break-even point = 2,587 calendars) {\$54,033 in print/prize/ship expense, less \$2300 in ad revenue)
Maximum Expected Net:	\$26,267 (with “total sell out” of 3900 pcs) Published “cancelation point”: 2600 calendars
Net at 3700 pieces sold of 4000:	\$22,267 (slightly above 2015 final sales) THIS IS A REALISTIC MAX NET RESULT, BASED ON 7 YEARS...

Explanation of line items:

Printing run: 4200 8.5”x 11” calendars printed, to be numbered 1-4200 for WWA, boxed sequentially in 42 lots of 100 production to be done by American Litho – Milwaukee, WI 200 units will be placed in reserve in the home office, and not to be used until December, with not more than 4000 units to be sold.

Printing expense: \$1.32 per calendar, based upon this year's anticipated expense, at 4200 calendars printed

Ad sale potential: there will be one line of ads (24 total) this year on the calendar. WWA had an opportunity to sell 24 spots worth of ads. All monies for ad sales will go directly to WWA, via Kelcy Boettcher. Ad revenues will be applied to reduce the expected printing expense.

Weapons: 76 firearms, 12 Parker crossbows and 14 Mathews bows have been selected for the 2017 Conservation Calendar. **Scheels Sports of Appleton** returns as the firearms vendor.

Other prizes: 6 Cabela's calls, 6 Cabela's decoys bags – all donated, 12 SportDog Brand collar sets – \$30 each month. 2 Muddy Water Boats “teal” skiffs.

Gift Cards: 132 gift card prizes (92 \$50 cards and 40 \$100 cards, expected to be purchased from SCHEELS at minimum of 5% discount from face value)

Logo knives: 104 prizes at a combined expense, knife and engraving of \$12.00 each. Sourced from BNF, by Tom.

Postage expense: this expense is the most difficult to estimate, unlike all other expenses. This is the estimation of expenses to move stubs and monies, and heavy calendar stock, between various locales, over the course of the fundraiser, as well as paying to ship certain prizes to winners.

Miscellaneous expense: the cost of the award spiffs to calendar sellers, as detailed in that section

Break-even point: this is the number of calendars our team of volunteers must sell before we will be able to get “in the black”, or to achieve profit from this project. It is the number of sales which covers the approximate fixed costs of **\$51,733** this year. As noted above, the **BREAK EVEN IS 2587 UNITS** this year.

Cancelation point: this is the number of calendars that will be published as the required number of sales that must be achieved, or the raffle will be canceled, and all monies returned to all purchasers, by WWA check. **After 2600 units are sold, the raffle will progress.**

Timetable of important dates & deadlines:

Week 1: July, 2016	Calendars are picked up from the vendor, and distribution to sellers, begins.
FRIDAY: 10/14/16	All monies and stubs must be received by NOON, by Kelcy on this day, for the <u>WWA sellers' FIRST rewards drawing</u> (two winners): 1) Parker Bushwacker crossbow set-up, 2) 2015 WWA Reversible Beanie & \$100 Cabela's Gift Card
FRIDAY: 12/16/16	All monies and stubs must be received by NOON, by Kelcy on this day, for the <u>WWA sellers' SECOND rewards drawing</u> (two winners): 1) \$200 Cabela's Gift Card, 2) 2015 WWA Bean Bag Toss Game & \$100 Cabela's Gift Card
12/24/16 -1/1/17	WWA home offices to be closed for the holiday week
MONDAY: 1/2/17	All monies and stubs must be received by NOON, by Kelcy on this day, for chapters to receive credit towards their 2016 net income, from the sales of 2017 Conservation Calendars.
FRIDAY: 1/6/17	All monies and stubs must be received by NOON, by Kelcy on this day, for the <u>WRAP UP WWA sellers' rewards drawing</u> . { \$1100 INCREDIBLE VORTEX OPTICS PACKAGE!! }
WEDNESDAY: 1/11/17	No further sales by any team after 6pm on this date. (first drawing of 2017 raffle items)

Procedures, policies, guidelines:

- Responsibilities:** Our team of volunteers must sell over the break-even quantity, before any potential profit making may occur. We need to cover the fixed expense of the calendar, after the **minimum published quantity of 2600 pieces** is achieved, and the raffle becomes active.
- Firearms:** Firearms will come from Scheel's All Sports, and winners will receive their prize in the form of a gift card, which they can exchange for the firearm, for a limited period of time. When a winner is selected for a firearm, the drawing night volunteers will communicate this to Kelcy – who will then post the information on the WWA website, and then notify staff at Scheel's who will send appropriate gift cards, for the assigned guns, to Kelcy. (most winners will come to Appleton, or pay transfer fees to have the firearm shipped to another FFL holder, nearer to their home) Crossbows and compound bows will be distributed, physically, from WWA staff. Winner should pay shipping expenses, if they do not wish to travel, to pick up their prize.
- Distribution:** Initial shipment will be to Al and Tom. we'll begin broad distribution after the holiday weekend. The 4000 will be split between the WWA chapter teams, as done previously, but with careful attention to inventory control. Additional stock will be retained by WWA staff, with controlled distribution made, based on LY's sales, and with **re-allocation occurring after stubs and monies are turned in to Kelcy**.
- Receipt of monies and stubs:** **critical to this topic is the concept of getting monies and stubs to Kelcy of WWA, as early as possible. This helps us know when sales exceed the breakeven.**
 - Volunteers should submit either a chapter or personal check (NO CASH) with their legible, completed stubs, to Kelcy at the WWA office. \$20 must be submitted, with each stub. No discounting or alternate arrangements allowed, per WI Gaming Rules. Cash may only be submitted if an in-person meeting is arranged, but still not preferred.
 - Kelcy will make the entries into Excel spreadsheet on calendar purchaser data, similar to all prior years' format. She will also keep deposit records, for all submissions.
 - A regular update of current status can be made available, prior to any conference calls or meetings, with reasonable advance notice.
- WWA calendar inventories:** Don and Tom will keep detailed records of their inventories, and any transfers or adjustments made to inventories. A small inventory will also be kept with Kelcy at the WWA home office, in addition to the reserve stock. Sellers should contact Don for stock.
- Merchandise specifics:** Firearms will be retained by the firearms merchant, with monthly invoicing occurring at the beginning of each month, for the firearms that have been assigned, out of the whole, for that month's selections. The firearms merchant will not contact the winners, but will set the firearms aside, and make arrangement for pickup. Kelcy will forward gift cards, received from Scheel's, onto the firearm winners. She will also mail out the Scheel's gift cards to gift card winners. The logo knives will be sourced by Tom, and will be mailed to winners by staff. **SportDog and Cabela's prize winners will be**

notified and mailed out by...? John Regan will arrange for delivery of Muddy Water Boats to their winners. Mathew's bows and the Parker crossbows will be in inventory with Don, he will make arrangements for pickup or delivery, following his notifications.

7. **Winner notification:** as previously noted, winners are notified in one of several different ways, depending on what prize they were selected to win. Kelcy, Al, Tom, and Don will work each month cooperatively, to ensure that each of the winners has received notification of one type or another, within 2 weeks of each drawing.
8. **Drawings:** Conservation Calendar class A raffle drawings to be held on the **SECOND WEDNESDAY of each month, starting at 6:00 pm, at the Marsh Inn, 220 S. County Highway W, Reedsville, WI 54230.** A volunteer or WWA staffer will record winners on the Monthly Tracking Form and e-mail this form to Kelcy, ASAP, who will confirm the winners contact information from her Excel worksheet and then post the results on-line at wisducks.org. Then this tracking form, including the photocopies of every slip drawn, needs to be sent, US Post, to the WWA home office. **The first drawn slip, in photocopy form, is to be signed by a witness, including their name, address and phone number.**
9. **Expenses:** Kelcy will document the various expenses (and ad revenues) related to the calendar, so that a clear accounting can be made of expense structure. Cost of the sellers' award program: \$348 for 10/14, \$336 for 12/16, and \$390 for 1/6 prize awards, attributed to misc. expense.
10. **Sales:** In accordance with WI Gaming Commission rules, all sales of the 2017 Conservation Calendar must be made, person to person. Thus, no sales over the phone, or on the Internet, can be allowed. This is a critical aspect of this effort, and must be respected at all times!
11. **Responsibility:** As the senior staff for WWA, the holder of the class "A" raffle license for this Conservation Calendar, Don Kirby has primary responsibility for ensuring that the procedures, policies and guidelines surrounding the raffle effort are followed. As this calendar is taking the same form as previous years, the calendar proof was not re-affirmed with our contact with the WI Gaming Commission.

WWA Seller Incentive Program (sell and WIN!):

Same as previous years, each calendar sold, with the monies & stubs in, **BY MONDAY, JANUARY 2nd, 2017, will be reflected towards their chapter's net income for 2016,** provided clear indication which chapter to be credited is included with the stubs.

Monies and stubs received after 1/2/17, can still qualify for individual awards, but not chapter results – as we must have chapter books closed by year's end. By increasing the chapter's net income – your team comes closer to meeting and exceeding it budget/goal/super goal – which can qualify your team for high-performing chapter rewards.

AWESOME INDIVIDUAL SELLERS REWARDS – Get your stubs in EARLY – to qualify for incentives!

October 14th – FIRST DRAWING! - 1 Entry into drawing for two prizes/two winners, for every 25 calendars sold, with stubs/monies turned in: **1st winner:** A Parker Crossbow (\$400 retail value), **2nd winner:** 2015 WWA Reversible Beanie & \$100 Cabela's Gift Card. **NOON Deadline for Entries.** Entries not drawn, will carry over to the next drawing.

December 16th - SECOND DRAWING! - 1 Entry into drawing for two prizes/two winners, for every 25 calendars sold, with stubs/monies turned in. **1st winner:** \$200 Cabela's Gift Card, **2nd winner:** A 2015 WWA Camo Bean Bag Toss Game & \$100 Cabela's Gift Card (\$180 value). **NOON Deadline for Entries.** Entries not drawn, will carry over, to the final, wrap-up drawing.

January 6th - WRAP UP DRAWING: 1 Entry into a final drawing for an **incredible VORTEX optics set, including a rangefinder, binoculars, and riflescope (\$1100 retail value!!)**, for every 25 calendars sold, with registration stubs and monies turned in & received from individuals by: **NOON - FRIDAY, JANUARY 6th**

THE FIRST DRAWING FOR THE 2017 CONSERVATION CALENDAR IS WEDNESDAY, JANUARY 11th.

Money & Stubs must be received Kelcy at the office by NOON on the deadline date to qualify!!!

NOTE: Sellers may choose to send in stubs & monies in smaller quantities than 25 – those submissions ARE WELCOME. Kelcy will accrue your total sales, so that if an individual gets to 25 or more pieces sold and submitted, you will be entered into the next drawing, as you achieve enough stubs submitted for an entry.