



WWA Calendar changes under consideration

We want your seller's input



First—thank you for being a calendar seller!!

Calendar sales generate between \$32-35,000 annually for WWA missions. This funding is critical to continuing our operations, which have been significantly expanding over the past 3 years.

The calendar committee is considering how to sustain revenue in the face of inflation and competing calendar raffles. As calendar sellers, your thoughts matter.

...A ROCK AND A HARD PLACE

- If WWA continues selling calendars at \$20, inflation will continue to nibble away at the quality of the prizes, reducing the appeal of the calendar.
- If we bump up the prize values to help the calendar retain its prize appeal but still price the calendar at \$20, the amount of revenue it generates will accelerate downward.

What should WWA do?

WHAT ABOUT THE CALENDARS WE COMPETE WITH?

- The WI Wildlife Foundation offers a \$20 calendar with better prizes than WWA. They can do that because they sell twice as many calendars as WWA, making those better prizes affordable while maintaining profit margins.
- Ducks Unlimited sells a \$60 calendar with much better prizes; they also sell 2x as many calendars as WWA.
- We have not been successful in expanding the number of calendars sold – consistently 4,300-4,500 calendars / year.

OPTIONS

IMPACT OF INFLATION

While a \$20 sale is easier to make than something that costs more, the perceived value quality of the prizes also impacts purchaser decisions.

The calendar price has been \$20 since it began, 15 years ago. An item that cost \$20 then now costs about \$29.22.

Likewise, the cost of prizes has increased too. Our dollars just don't buy the same quality of prizes as they did 15 years ago.

1. **Do nothing (same price) = reduced prize value, fewer sales. Reduced profit.** Assuming we sell the same number of calendars, we earn less money while the attractiveness of the prizes decreases. Result: Less revenue even if we sell the same number of calendars.

2. **Increase calendar price (\$30) = better prizes, but reduced sales. Similar profit.** Allows greater spending on prizes to improve the attractiveness of the calendar. Likely means we sell fewer calendars, but higher price means we can retain same profit of \$32-\$35K if we sell as few as 3500 calendars.

What do you think??

Email Mike at mikedepies@att.net or Bruce bross@wisducks.org

IF we raise the price of the calendar, we would design the cover to “sell itself” by focusing on the increased value of the prizes and use “big” names like Yeti, onX, Benelli, Vortex, Lucky Duck, and others to help you make the sale.