



JR Laser Solutions
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WORKSHEET FOR SUCCESSFUL BRICK AND TILE FUNDRAISING

STEP 1: Define Your Project

- **Where are the bricks/tiles going to be installed?** (a wall, a new walkway, a patio, a walkway over existing concrete)
- **What is the square footage of your project?** How many total bricks will you need (4.5 bricks = 1 sq. ft.)? Of those, how many do you expect to engrave?
- **When will the work be started? How many installations?**
We suggest you consider doing two or more installations. After the first installation you will most likely have the admiration and attention of many more donors. Campaign prices are often increased after the first installation.
- **Who will do the construction?** (Architect? Contractor? Volunteers?)
- **How will the bricks/tiles be installed?** (cement or sand base?) An effective and time-honored construction method is to install all bricks (marked and unmarked) in a sand base, and if bricks need to be marked later they are easily incorporated. Campaigns can last years when enough square footage is planned and enough bricks installed.

STEP 2: Choose Your Brick/Tile

- **What type of bricks/tiles will you be using?** Our laser process requires a clay paver or quarry tile. We have had excellent results on all clay pavers currently in use in the Southeast.
- **What size bricks/tiles?** (4x8, 8x8 single bricks, 4x8 8x8, 6x6 tiles)
- **How many design options will your offer?** Basic engraving: Text of 1 - 3 lines (see our recommendations), clip art with text, signatures, logos additional charge.



STEP 3: Campaign Strategies

- **How much will you charge for each brick?** Consider the size of your project, cost of installation and the demographics of your prospective donors.
 - Installation is your biggest expense. Maximize your profits by finding volunteers to install your bricks. Include a brick in the walkway for the person or company donating their time or expertise.
 - If using a professional mason or contractor to install bricks ask for estimates before setting a campaign price.
 - Typically bricks are priced according to your base & economic conditions - 80% of our clients sell 4" x 8" pavers for \$100.00 each or less however we have seen \$100/\$250/\$500 per brick.
 - **Increase the price of bricks after the first installation.** We have found that many more donors will be interested after they have seen the first installation. This is an opportunity to increase your price and profits.
 - Bring in corporate sponsors. Company bricks can include logos and you can charge sponsors two to three times your campaign price.
 - Offer duplicate bricks at a cheaper price. Duplicate bricks can be displayed at the donor's home, garden, or business.
- **How will donors order bricks/tiles?** Campaign order forms, newsletters, phone campaign, on-line ordering are just a few examples of spreading the word. Sample order forms are included in your information package. A few are available electronically for you to adapt to your own project.
- **Who will be your Campaign Organizer or contact person?** This person will be the liaison between your organization and JR Laser Solutions. Please provide a daytime phone, home address and email address.

STEP 4: Order Your Bricks!

- When you are ready, simply review your text, enter your brick orders as directed, and email the files to us with your TaxID number and shipping address. We will immediately generate your invoice. Delivery is typically 4-6 weeks or 6-8 weeks during the summer season. We can provide your campaign in batches of 25+ or when you have your total order.