



we all Poster Sales Toolkit

RPCVs of Wisconsin-Madison

November 2010

CONTENTS

Introduction	1
Target Market.....	2
Promotion	2
Order Form.....	2
Future Sales.....	3
Profit Analysis.....	4
Notes About the Profit Analysis	4
Contact Us.....	5

Introduction

The we all poster sets were conceptualized and designed by RPCVs of Wisconsin-Madison to provide an opportunity for RPCV groups to promote the Third Goal of Peace Corps, or for other community groups to use them to promote cultural understanding. These posters also serve as a fund-raising opportunity for your group.

Using photos from the award-winning international calendars that the group produces, the posters are intended to be education tools. In the words of President John F. Kennedy, the third goal is “to strengthen Americans' understanding about the world and its peoples.” To that end, the posters are best placed at schools and libraries, and used in conjunction with community presentations.

The three sets were designed based generally, but not precisely, on Maslow’s Hierarchy of Needs.

Set One: **Basic Needs** - we all dress, eat, work, need a home, and need water

Set Two: **Social Needs** – we all learn, play, go places, shop, and need friends

Set Three: **Self-Actualization Needs** – we all celebrate, create, need health, need peace, and need energy

Selling the posters is not as straight-forward as the international calendars, which appeals to the general public. For that reason, we have prepared this Toolkit of ideas and resources.

Target Market

The target market for the posters is education (K-12, ESL, or EFL), and we find that libraries also love them. These purchasers tend to order complete sets, and are very happy with the price. On occasion, you may find individuals or social justice groups who are drawn to specific posters within the set, such as the immigration lawyer in the south who has the “we all Need Water” poster in her office.

Promotion

In Wisconsin, we have had very good success contacting the Department of Public Instruction (DPI) and the Wisconsin Librarians Association. One of our group members works for the DPI, and has connections with these organizations. Even if there is no one in your group who actually works for your state’s version of DPI or the libraries, you could easily contact an appropriate person and find out about including information in a newsletter (hard copy or email). These organizations have high regard for Peace Corps and the work the volunteers do, and are often looking for items of interest to include.

There are also state education conferences that provide an opportunity to sell posters at a table. Any conference that focuses on Social Science issues should be a good candidate to contact to setup a sales table. There is usually a tabling fee, but sometimes this can be waived or at least reduced for a non-profit organization. Our experience here is that in general, teachers quickly purchase the calendars and other small items, but are sometimes reluctant to carry the poster tubes around with them during a conference. We have order forms available, and we do get a flurry of orders afterward.

We always get excellent feedback on the quality and content of the posters. Having a table at a conference also provides you with an opportunity to promote your group’s activities.

Order Form

Since these posters are most often sold at conferences, you need to have an order form available so attendees can simply order later. Even the allure of saving on shipping costs does not always convince people to buy one *today*.

We will provide your group with a custom-made order form for you to use in selling the posters. Using our own current order form as a template –

http://rpcvmadison.org/text/weall_order_combo.pdf

we can place your group name and website at the top, and your contact information in the “Send Check” and “For More Information” sections. We will do this for you at no extra charge if you order a case of posters. If you have access to Adobe Acrobat (not just Adobe Reader), you can, of course, modify the form yourself.

If you'd rather, we can provide you with small graphic images of one or more of the posters so that you can create your own order form.

Future Sales

We purposely designed the sets to be un-dated, so that they could be ordered and used at any time in the future. Depending on long-term interest, we will update the country factsheets every few years. Remember to tell your customers that the factsheets are available for free download on our website (http://rpcvmadison.org/weall_resources.php). We plan to produce three complete sets, then stop with the introduction of the 2011 (50th anniversary of Peace Corps) set.

For any group who purchases a full case of posters, we commit to send you **all** direct inquiries from your state. We truly do want your group to succeed. The posters will also succeed through local and personal attention.

We may send promotion material from Madison to nationwide groups on occasion. We always encourage these people to purchase locally, and will refer them to any group who has purchased a case of posters for further distribution. There is no commission expected on this referral...your success is our success.

Profit Analysis

Pricing effective November 2010.

	Qty	INCOME		EXPENSES	
SET ONE					
Buy Posters	25			\$15.00	\$375.00
Shipping from Madison (UPS)	1 cs				\$50.00
SUBTOTAL					\$425.00
Sell Posters	25	\$30.00	\$750.00		
Buy Postage (USPS)	25			\$3.16	\$79.00
Shipping	25	\$4.50	\$112.50		
TOTALS			\$862.50		\$504.00
			\$358.50		
PROFIT IF MAILED			\$358.50		
PROFIT W/NO MAILING			\$325.00		
SET TWO					
Buy Posters	28			\$20.00	\$560.00
Shipping from Madison (UPS)	1 cs				\$60.00
SUBTOTAL					\$620.00
Sell Posters	28	\$35.00	\$980.00		
Buy Postage (USPS)	28			\$3.16	\$88.48
Shipping	28	\$4.50	\$126.00		
TOTALS			\$1,106.00		\$708.48
			\$397.52		
PROFIT IF MAILED			\$397.52		
PROFIT W/NO MAILING			\$360.00		
OTHER COSTS TO CONSIDER					
Laminate one set for display tape gun and shipping tape print order forms					

Notes About the Profit Analysis

The Profit Analysis above assumes that every single poster set you order will be mailed to someone in your state. If you sell them at conferences or other venues, you will be able to remove the postage expense and the shipping income. You should also consider costs for printing order forms (usually \$0.50/page for color, but coupons for Office Max or Office Depot can often bring the price as low as \$0.19/page).

You'll see that there is a cash profit if you mail these from your location. However, that profit is offset by the hassle of an individual having to prepare a label, tape up the tube, and get the tubes to the post office. That is a choice each group will have to make.

Breaking up the sets to sell the posters individually is an option. You will run the risk of having unsold one-sies. Selling one poster in a tube would cost approximately the same in shipping charges, and you would have to purchase additional tubes.

The UPS charges are approximate to ship a case of posters.

The USPS rate we have provided is Media Rate, and is allowed for "Printed educational charts," according to USPS rules 473.2.2.g. Delivery is in 7-10 days. You may have to justify these details at your local post office. Our experience with uninsured media mail delivery has been good, but not perfect. We have had 2-3 reshipments required due to damaged or lost parcels, out of over 1000 total shipments.

Contact Us

Poster details, factsheets, and promotional materials on our website at <http://rpcvmadison.org/weall.php>

Testimonials and order information is also available on the Connected Peace Corps social network site at <http://community.peacecorpsconnect.org/group/rpcvsofwisconsinmadison/forum/topics/we-all-poster-order>.

Learn more about the international calendars at <http://rpcvcalendar.org/>.

For questions or comments, or to request a customized order form, email us at rpcvposter@gmail.com.

Payments should go to this address:

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