

At Last! A fundraising event that ANY group can use to raise awareness AND a ton of money. A proven system that turns a wonderful, shared family experience into thousands of dollars for your group. CONGRATULATIONS!

## **Your Group Recognizes The Importance Of Family Values And The Opportunity To Raise Thousands Of Dollars By Providing A Positive Event To Your Community!**

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Study This Letter Carefully To Discover The **5 Steps To Putting On A Hugely Successful Fundraising Event** ... PLUS Learn All About A Wonderful Program **That Earns Thousands Of Dollars For Community Groups Just Like Yours!**

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Dear Friend,

How would you like to see a hugely popular stage show - one that gets rave reviews from young and old - come to your community and *absolutely thrill* the hundreds of families that attend?

How would you like to see children's faces light up with excitement and leave them so thoroughly mesmerized that they're talking about it for weeks afterwards?

How would you like the **thousands of dollars raised** by the performance to go into YOUR fundraising account?

If you're one of the many, many, many community organizations who is frustrated by "having" to fundraise, and are tired of constantly doing a bunch of itty-bitty fundraisers all year long ... wouldn't it be nice to do just two or three fundraisers that raise **really big money** *quickly* and *efficiently*?

Instead of feeling guilty about pushing people to buy things they don't really want, or running a raffle or prize draw *that leaves 99.99% of contributors having received nothing for their money*, doesn't putting on an event that has **the entire community thanking you** sound like a much more rewarding option?

Wouldn't it be great to pave the way for an eagerly-awaited **annual event** ... a seasonal fundraiser that you can bank on to earn a sizeable chunk of your yearly operating funds?

Harness the goodwill created by bringing a positive family event to the community and raise awareness of your group, resulting in increased membership and participation in all of your follow-up events and other fundraisers?

Take the success methods you'll learn from hosting such an event and apply them to all your other fundraisers, instantly making more money with each and every other fundraiser you undertake?

We are completely, without a doubt, 100% positive that all of these benefits and more are available to any group that works with this program.

We've discovered some fascinating techniques that've helped schools, service clubs, youth groups and many other community organizations turn family fun into thousands of dollars. We've put these strategies into a user-friendly, sure-fire fundraising system.

In fact, these powerful techniques have consistently proven so successful that we are able to GUARANTEE this project will make you money, as well as offer some incredible bonuses to those groups who want to be sure they don't miss out on the opportunity to cash-in on with this family-friendly event.

In this letter, we will tell you exactly HOW the fundraising system works, and how it will earn you the respect of your community AND several thousand dollars for your group.

**First though, let us tell you a little about ourselves and why you MUST pay attention us.**

Dave Vaught has over 40 years of magic experience and has been a professional magician/entertainer for over a quarter of a century. Dave has 5 television appearances including HBO and Showtime. Over his career Dave has performed in a variety of different venues including cruise ships, theme parks, and theatres to name a few. Dave has worked with many community organizations over his career, so these fundraisers are just "old hat" to him. Dave specializes in entertaining adult audiences.

Jeff Wampler is a 26 year old magician from Bristol, VA. Jeff has been a student of magic for the past 9 years and has performed professionally for the past 4 years, specializing in children's audiences. Jeff has no television appearances to date, but is an award winning magician.

Both of these guys are members of the International Brotherhood of Magicians.

Combined, we have a family program that people will talk about for months to come.

### **The Revelations That Turned Our Magic Shows Into Fantastic Money Makers With Guaranteed Results**

So ... what lessons were learned from the "mistakes" of that ill-fated second fundraiser?

One lesson we learned is that the last thing they - or we - want is to find themselves sitting at the auditorium door on the day of the show, biting their fingernails, wondering if anyone is going to show up!

It's an important lesson - one that hasn't been ignored, as you'll soon see. But there were other "Revelations" along the way.

#### **Revelation #1: We are in show-business. The groups we represent are not.**

We realized that it was up to *us* to provide groups with the "tools of the trade" so they could confidently, competently put on our show. Thus, the PROJECT KIT was born ... a box jam-packed full of publicity pieces, posters, promotional materials - **everything** you can possibly imagine that's used to "sell the show".

#### **Revelation #2: Tools Are One Thing. Working With Them Is Another.**

Having a boxful of materials is great - IF you know how to use them. Fortunately for the groups we represent, we knew that a "blueprint" was a must and made certain to fully explain the proper, effective use of each and every tool provided in the kit.

#### **Revelation #3: Every Organization Is Unique.**

Because we found ourselves working with a wide variety of groups, we realized that the "system" we provided had to be **user-friendly** so that ANY group - regardless of size or type - could use it with equal success.

#### **Revelation #4: This ain't Las Vegas.**

No matter how elaborate a production, or how expensive the equipment ... there's a limit to how much a community can afford. Although my show's illusions, and scenery are worth thousands of dollars, we've been able (through some rather creative ways) to keep show costs low enough that ANY group can profit handsomely from the event.

## **5 STEPS TO PUTTING ON A HUGELY SUCCESSFUL FUNDRAISING EVENT**

### **Step #1. Have the right event. Focus on the right market.**

At this time the demand for " Family Entertainment" is at an all-time high. The reason for that is ... **demographics.** The baby-boomer generation accounts for the largest population bulge by far, and right now the boomers are raising children of their own. Result: **An enormous family market!** (For evidence of this, just take a look at how many new family channels are being offered on television, and the resurgence of Disney animation with new features and video re-releases). If you want an event fundraiser that's *virtually guaranteed to succeed*, stay away from special-interest or "niche markets" and go with something that has a built-in, ready-made, **large** audience.

Magic has long been recognized as the ideal family entertainment. It crosses over generational boundaries and indeed brings out the child in all of us ... something parents can enjoy right along with their children.

### **Step #2. Set a goal and follow your plan.**

Not doing this is the main reason why many fundraising efforts fail. Without a clear goal and plan of action to get you there, everything is left up to chance. And with so many worthwhile organizations all competing for dollars to sustain their activities, you simply cannot afford to make this mistake. Goals should be set for your entire yearly fundraising agenda as well as for individual fundraising efforts. The best plan "dovetails" one fundraiser into another, allowing you to achieve maximum results with minimum effort.

### **Step #3. Publicize your event.**

You need to create publicity that *builds awareness* and draws huge crowds to your event. One way to do this is through the use of top-notch, professionally produced posters, flyers, and media advertising materials. Another is by staging publicity stunts, involving local "celebrities", holding contests, giving away free tickets, and so on. A little later we'll be discussing some real-life examples that groups presenting my magic shows can use to tremendous effect.

### **Step #4. Multiply your manpower and increase participation.**

Nobody - especially those faced with the challenge of raising funds for their school, club or organization - wants to go it alone. Unfortunately, these days it is becoming increasingly difficult to find people who are willing or able to commit time to the various projects required of them. That's why it's essential to make it **easy**, make it **fun** and make it **rewarding** for people to join-in. And the number one thing you must always do for everyone that assists with your project is to give recognition and thanks for their efforts.

### **Step #5. Maximize your earnings potential.**

Since most "event fundraisers" are one-day affairs, you must be able to wring the most dollars out of the effort. The best way to do this is through **Piggyback Fundraisers** ... a technique you can use immediately to double, triple, even quadruple your earnings from all of your events! You'll be introduced to several amazing Piggyback Fundraisers incorporated into my magic shows that've proven over and over again to be wildly successful for groups (most of which can be used in conjunction with virtually ANY event).

In order to further explain some of these techniques and strategies, let us introduce you to the Project Kit ... the guaranteed fundraising system that helps groups *turn family fun into thousands of dollars* with our magic shows.

## THE AMAZING PROJECT KIT THAT GUARANTEES TO GIVE YOU A HUGELY SUCCESSFUL FAMILY EVENT

Groups working with my program are constantly raving about the materials provided ... they often can't believe the enormous amount of information, tools and strategies that are stuffed into this valuable kit! Here's a sampling of what's included:

### 33 Publicity-Generating Advertising Tools

Posters, press releases, photos, reviews, announcements, flyers, stickers, radio and television broadcast tapes, teaser ads, etc, etc, etc!!! Everything and more than you could imagine to make sure your event is high-profile and stands out from the crowd.

Coloring contests, puzzle pages, optical illusions, "Magic U-Can-Do" features ... a wealth of interactive advertising pieces that take your message directly to your target market.

Thousands of dollars has been invested in creating the very best, professionally-produced materials designed to **arouse curiosity, stimulate interest and create desire in the show.** (Modelling these materials will allow you to run a highly successful promotional campaign for **all of your other** event fundraisers!).

### 47 Dynamite Promotional Strategies

If you want to make an impact, properly promoting your event requires more than simply putting up posters and running a few newspaper ads. A complete section of the Project Guide Manual gives you some terrific ways to promote the show. Included are **Ten Special Advertising Approaches ... 15 Ways To Promote At Other Events ... Simplicity 3-Step Promotion ... Expand Your Family Market** ... it's a long list of strategies - too long to provide a detailed account here, but as an example, let me describe the ...

**Celebrity Guest Promotion.** One of our featured illusions for years has been sawing an audience member in half. It's performed very tongue-in-cheek, loaded with laughs, with a funny, up-beat song played during the routine. This, along with my "Guillotine" illusion, can be a very effective publicity tool if you have already pre-selected the victi...er, *volunteer* for the illusion.

We've worked with countless "celebrities" ... town mayors, MLA's, RCMP officers, school principals, radio/tv personalities, etc. **If you pick the right person, and your advertising says "be sure to come see (so-and-so) get SAWN-IN-HALF at the show" ... it really sells tickets.**

### 12 Best Ways To Sell Tickets

Once you discover some of these **insider secrets** you'll never again fear having to sell tickets! *Free Ticket Sales, Advance Ticket Contest, Group Ticket Sales, Special Event Sales* ... PLUS, the **Ticket Seller's Sales Guide** that'll eliminate any confusion, remove the guesswork and give your group members all the confidence they'll need to effectively sell your event tickets. (Won't this be valuable information for your next event or raffle?!).

### 13 Profit-Building Piggyback Fundraisers

This is what allows groups to cover all of their base costs - even make a profit - **before selling so much as a single ticket to the show!** Using even just *one or two* of these proven money-makers, you'll be able to earn thousands of dollars **regardless** of how many seats your facility holds or how many tickets you sell. (For many groups, this has proven to be a real eye-opener!!!).

Let's look at some examples ...

**1. Souvenir Program.** Producing a souvenir show program is a fantastic way to earn a ton of extra dollars from your event.

Some groups will sell these programs for a dollar or two, but the **real money lies within their pages**. This is **valuable space** for any business that offers products or services to the family market, and because hundreds of people will be attending this high-profile event, *you can easily raise thousands of dollars* through advertisements paid for by your local business community.

It's a virtual **goldmine**, and truly a win-win situation. Businesses get a highly effective opportunity to take a message directly to their target market ... and because it is a *souvenir* program - **something that will be kept by audience members** - their ad will work for them a lot longer than the average newspaper ad or flyer.

In addition to the camera-ready pages, the Project Guide Manual includes a complete section on how to *quickly and easily rake in a pile of money from the souvenir program ...* **what businesses to approach, who to talk to, what to say, how much to charge** - and, there's an extremely valuable piece of information revealed to help you **get results from nearly every business you contact**.

**2. Celebrity Pledge Contest.** You're going to love this one! The idea was that pledges were collected to "elect" a prominent citizen, the winner of which had to then **kiss a live pig full on the lips!** Another Piggyback Fundraiser was added: Pledge to select the person **you would most like to see sawn-in-half at the magic show!**

**3. Houdini's Mystery Trunk.** One of the featured illusions of our show is this famous Houdini mystery, where Dave exchange places with his assistant in a locked trunk in less than 3 seconds.

By putting the actual locked trunk used in the show on display in the lobby, and filling it with a prize package (which has been donated by a local business, of course), groups have easily made several hundred extra dollars by selling keys to members of the audience at the show. The person receiving the one key that opens the trunk wins its contents.

Those are just a few examples of the Piggyback Fundraisers provided in the Project Kit. They include everything from huge money-makers (like the Souvenir Program, V.I.P. Ticket, Newspaper Promotion, Fantasy Auction, etc) to the easy add-ons (doorprize raffle, 50-50 draw, ticket stub coupon, coat-check, etc).

### **Step-by-Step Project Manual**

**This is, hands-down, the most outstanding feature of the fundraising package that I've put together for your magic show event.**

The Project Manual literally takes you by the hand - from your very first meeting, right through until the day of the show - on a step-by-step, fill-in-the-blanks, connect-the-dots process that **guarantees** your success with this project.

**90% of this project has already been done for you** ... so you can relax and enjoy the show! Compiling the publicity materials, organizing the project, and **creating a proven successful gameplan** - all taken care of. You receive a "recipe book" that is, *quite literally*, **worth thousands of dollars to your group.**

Putting a package like this together yourself would cost a small fortune.

You might expect a fairly high price tag to be attached to the Project Kit, especially when you consider that it comes with a *Money-Back Guarantee*. Believe it or not, the Project Kit is only \$250. (Keep reading, because in a moment you'll find out how you can get this kit for FREE).

### **Now, allow me to tell you a little bit about my magic show.**

You see, we've spent a fair amount of time discussing the secrets to putting on a hugely successful family event fundraiser, yet very little has been said about the performance. You might be wondering: "OK, Dave & Jeff, the fundraising plan sounds fantastic, but is the show any good?"

Well, at the risk of sounding a bit brash ... **yes, the show is great!** Now, I don't want to be accused of bragging

(we literally have file drawers full of testimonials that can tell how great this show is, and much more convincingly than I can, anyway) ... let me simply tell you about some of the unique features of my show so you get a general idea of what to expect.

In a word, the show is **high-energy**. It's bright, colorful, up-beat and scripted to appeal to ALL AGES. In addition to some unbelievable, jaw-dropping, *mind-numbing* illusions are performed. The show also incorporates music, dance and theatre.

Another unique feature of my show is that we like to take classic illusions and give them a *twist*, so that audiences can enjoy something they've never seen before. An excellent example of that is my ...

This is the show that mom, dad, the kids AND the grandparents can come to and will ALL have a rollicking good time. It runs 90-minutes (plus a 20-minute intermission). Our show is completely self-contained ... all we need is a place to perform!

### **EVERYTHING SOUNDS GREAT, Dave and Jeff - WHAT DO WE NEED TO DO?**

As a sponsor of my show, you have THREE main considerations:

1. Provide a facility.
2. Promote the show.
3. Pocket the profits.

My performance can take place in a school gym, auditorium, theatre, recreation complex, arena, community centre ... in short, **anywhere** that you can comfortably seat 200 or more people with room for the show.

That takes care of the facility. As for **Promoting the show** and **Pocketing the profits** ... see the previous discussion on the Project Kit! SERIOUSLY, **EVERYTHING YOU NEED COMES TO YOU, READY-TO-WEAR, IN THE PROJECT KIT.**

We want you to know that we stand behind our show and the Project Kit fundraising plan 100%.

And to prove that I'm willing to put my money where my mouth is

### **HERE ARE OUR TWO IRON-CLAD PERSONAL GUARANTEES THAT ELIMINATE ANY RISK TO YOUR GROUP**

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#### **GUARANTEE #1**

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The overwhelming majority of your audience will **thoroughly enjoy the performance or there will be no charge.**

#### **GUARANTEE #2**

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If, within 7 days after receiving the Project Kit, you feel that it is not all I've said it is and are not completely convinced that following my system will produce results, send it back. Your contract will be cancelled and your deposit refunded.

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I hope you'll agree - these are very strong guarantees and they are that way because *I feel strongly about my program and its ability to turn family fun into thousands of dollars for your group.*

In fact, our conviction and belief in my program goes beyond guarantees. We are anxious to help your

organization with its fundraising efforts and have you become part of my "family" of extremely satisfied sponsors, and I'm prepared to make an extra effort to make it WELL WORTH YOUR WHILE TO HAVE MY FUNDRAISING MAGIC PROGRAM RAISE MONEY ON BEHALF OF YOUR GROUP

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### **SPECIAL BONUS AVAILABLE TO THOSE WHO ACT NOW**

**BONUS:** Schedule a performance in your area anytime during the next 12 months, you'll receive the entire Project Kit absolutely **FREE!!!** That's all the *Piggyback Fundraisers*, all the promotional strategies, all the posters, camera-ready advertising tools, step-by-step Project .

We don't really have to offer this added incentive, because our show tours sell-out year after year. (Many of these are repeat - *and multiple repeat* -performances for sponsors I've worked with before). I'm sure you'll agree that it **really is too good an opportunity to let pass by.**

### **HOW TO ENSURE YOUR GROUP IS THE ONE TO BENEFIT FROM THIS PERFORMANCE**

I'll be selecting qualified groups to work with based upon our availability and touring schedule.

We realize that, with few exceptions, most decisions need full "committee" approval. That's why I'm willing to send your group a detailed package of information to go over and discover exactly how this program works and what you can expect to gain.

Simply give us a call at 423-968-3200 or e-mail me at [jeff@jeffwamplermagic.com](mailto:jeff@jeffwamplermagic.com) and we'll RUSH you the material, which will include rates, references and availability.

**The important thing is that you don't delay taking action if you're interested in taking a look at this program for this year.** I appreciate your interest in our program, and look forward to "*makin' MAGIC*" for your group!

Sincerely,

Dave Vaught & Jeff Wampler

P.S. Don't miss out on this opportunity to have this **proven** program *turn family fun into thousands of dollars* for your group AND take advantage of the bonuses being offered ...