

# All Fired Up Ceramics



## Tile Fundraiser Packet

Contact: Celeste Weber (760) 522-2992 or [celweb@aol.com](mailto:celweb@aol.com)

## Overview:

Tile Fundraisers offer a unique and profitable way to raise funds for your organization. We provide high quality unglazed tiles in two sizes. Tiles are painted by supporters of your organization using special ceramic paint provided by us then glazed and fired in our studio for a high gloss finish. You will need to plan a fundraiser painting day at your location. Once fired tiles can be installed in any location. Tiles may be installed on interior or exterior surfaces.

## Materials Provided:

All Fired Up provides you with everything needed for your fundraiser.

- Ceramic Tiles
- Ceramic Paints (you can choose up to 8 colors)
- Brushes
- Palettes

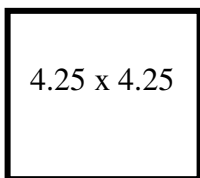
You will need to provide:

- Tables & Chairs

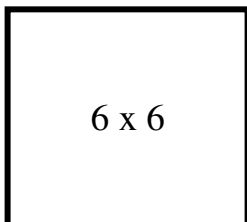
## Tile Size and Prices:

Prices below include everything needed for your project including paint, glaze and firing. Shipping and handling charges are additional for nationwide orders.

We offer 2 tile sizes:



Your Cost: \$8 each  
Suggested Selling Price: \$20-\$30  
Your Profit: \$12-\$22 per tile



Your Cost: \$9 each  
Suggested Selling Price: \$25-\$35  
Your Profit: \$16- \$26 per tile

## How much profit can my organization expect to make?



### Profit Examples:

- Sell 100 6x6 tiles to create a small 5' x 5' wall.  
Your profit would be \$1,600 – \$2,600.
- Sell 450 4.25x4.25 tiles to create a 5' x 10' wall or two 5' x 5' walls.  
Your profit would be \$5,400 - \$13,500.

These are only examples. Profits will be different based on your selling price and how you choose to structure your fundraiser.

### Selling your Fundraiser Tiles:

**Tile Vouchers:** We will provide you with tile vouchers and a tile voucher log. These vouchers will be customized by us. Just let us know the full name of your organization and any colors you may prefer. We will email you templates for both the voucher and the voucher log for you to copy. Simply assign a number to each tile voucher and use for the presale. Distribute a group of numbered vouchers and voucher log to members of your organization. Pre-sell the vouchers prior to your tile painting or fundraising day. When it is time to paint the tiles, exchange the vouchers for tile and check them off on the log. Once your sale is over, simply add up the number of tiles sold and we will invoice you accordingly.

## Planning your Fundraiser:

We recommend planning your fundraiser at least 4-6 weeks before your painting day. This will ensure plenty of lead time to sell the tiles.

## Color Choices:

You will need to choose your colors from our palette. We recommend 4-5 colors for small children, or up to 8 for older children and adults. See our color palette on the right. Make your selections using the numbers below each color when placing your order with us.



## Advertising Your Fundraiser:

In addition to pre-selling vouchers tiles may also be sold the day of your tile painting or event. We also recommend sending an e-mail out to your community to promote the fundraiser. Start to advertise early to increase your profits. Be sure to let people know that their tile will be a part of a Legacy Wall, Unity Mural or whatever you decide to name your installation. A church in California named their wall the Woodland Church Family Unity Wall representing each family in the congregation.

## **Your Painting Day:**

You will need to have a location with plenty of tables and chairs available. We provide you with everything needed to run a successful fundraiser. Complete instructions are included in your kit. Ideally, you would have a Fundraising Chairman and committee to help with logistics the day of your painting event.

If your organization is *local* and pre-sells 100 tiles or more we will come to your painting event and set up the tiles, paints and brushes. We will be there to provide instruction, assist with painting, collect vouchers and clean up after your event. If you have fewer than 100 tiles, we are still available to run your *local* event but there will be an additional charge of 50 cents per tile.

### *Painting Tips:*

- If you are working with children it is a good idea to have them color a picture before painting day. This way, they have some time to plan ahead before they paint.
- If working with younger preschool age children you may choose to do handprint tiles. This process is simple and makes a great legacy wall. It's easy! Just ask us.
- All Fired Up uses only non-toxic paints and glazes. Paints are easily washed out of clothes as all products are water soluble.

## **Receipt of the final product:**

After your fundraising day we pick up your tiles if local or you ship them back to us. Each tile is hand glazed by us using a non-toxic (lead free) product. We fire the tiles in our kilns and return the finished product to you in approximately 7-10 days excluding shipping time. In rare cases, we may need longer for orders less than 20 or greater than 250 tiles.

## **Tile Wall Planning and Installation:**

Once glazed and fired, tiles can be mounted on a wall, on pillars, along a walkway, on planters, or any indoor/outdoor surface. We do not recommend installing the tiles on the floor as they may crack under pressure. The tiles are very weather resistant and will last for many years without fading. We do recommend installing tiles out of **constant** direct sunlight.

Many of our fundraiser clients have reached out to members of their church or school for tile setting professionals who are willing to donate their time for installing the tile. Tile installation should only take about one day even for a large wall. Your organization might want to show its gratitude by including a tile with the tile setter's business name on the installation.



We recommend planning and selling your tiles before the final decision is made on the location of the installation as you will need a final count of tiles to get accurate dimensions.

## **About Us:**

All Fired Up has been in business since 2006. During this time we have handled many fundraisers both large and small. Our largest tile project consisted of 5 schools in the Escondido, California area. These tiles, over 3,000 in all, are displayed in the Escondido Public Library, Rincon School, and 4 local fire stations. We have worked with the YMCA, various churches and both private and public schools.

At All Fired Up, we are committed to making your tile fundraiser as easy for you as possible. It is our job to help you every step of the way in making your fundraiser profitable, well organized, and most of all FUN!

## Fundraiser Planner

Organization \_\_\_\_\_ Painting Day \_\_\_\_\_

Location \_\_\_\_\_

Selling Price \_\_\_\_\_ Goal \_\_\_\_\_

| Option                                    | Cost per tile | Total |
|---|---------------|-------|
| Tile Size                                 |               |       |
| 4.25 x 4.25                               | \$8.00*       |       |
| 6 x 6                                     | \$9.00*       |       |
| Onsite Fundraiser Assistance – local only |               |       |
| 100 or more                               | Free          |       |
| Under 100                                 | .50 per tile  |       |
| *plus shipping for non-local orders       |               |       |
| Selling price per tile                    |               |       |
| Profit per tile                           |               |       |

### Color Choices

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### Marketing Ideas

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### Notes

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**www.AllFiredUpMobileCeramics.com**