

# Get your Data Match Fundraiser for **FREE!** Plus a **Cash Bonus** to boot!



Here's a chance  
for your club to put  
its **marketing skills**  
to the test and  
earn some **extra money!**



## ENTER THE 2010 DATA MATCH MARKETING COMPETITION!

Run a Data-Match fundraiser between **January 1 and March 31, 2010**, and you will be eligible to compete for 1 of 3 great cash prizes. See page 2 for How it Works.

**3 winners** will receive:

### Prizes

- 1st Place • Up to **\$1,000\***
- 2nd Place • Up to **\$450\***
- 3rd Place • Up to **\$250\***

PLUS

### Bonus

**10 cents** for *each* Data Match report your club sold!

\*See How it Works #7 on Page 2.

## Winners will be determined by scoring each entry based on 4 factors, as shown below:

<b>Your Score</b>	=	<b>Percent of Data Match Reports Sold</b>	X	<b>Percent of Student Participation</b>	X	<b>Program Multiplier</b> Prog 1 = 1.44 Prog 2 = 1.20 Prog 3 = 1.00	X	<b>School Size Multiplier</b> Under 500 = 1.0 500-999 = 1.1 1000-1999 = 1.2 Over 2000 = 1.3
		For Programs 1 & 2: Number of <b>PRINTED</b> reports sold, divided by total number of <b>PRINTED</b> reports per your Data Match invoice. For Program 3: 100%		Number of completed questionnaires mailed to Data Match, divided by total student enrollment.		<b>Program 1</b> is hardest to sell 100%; <b>Program 2</b> is easier; and <b>Program 3</b> is automatically 100%, so we evened the playing field for Program 1 & 2 users.		It is easier to sell 100% in small schools and hardest to sell 100% in large schools, so we evened the playing field for larger schools.

# 2010 Data Match <sup>Bonus Cash</sup> Marketing Competition!

## Here's How it Works:

1. Your club or organization must run a Data Match fundraiser between **January 1 and March 31, 2010**.
  2. Your order must be received by Data Match no later than **March 15, 2010**, and must include the following:
    - A. A completed Control Sheet and completed answer forms from one of our questionnaires (go to **www.data-match.com/download-zone**).
    - B. A completed contest entry form from this flyer (see below).
    - C. A **BRIEF**, 1 or 2-page marketing plan describing the strategies and tactics you will use in your fundraiser.
  3. The marketing plan should be **no more than two typewritten pages**, not counting **optional** attachments, such as posters, announcement text, or audio and video files developed to promote your fundraiser. Audio or video files, if any, should be submitted on DVD or CD.
  4. Your completed invoice (showing the number of reports sold) and your payment check must be received by Data Match no later than **April 30, 2010**.
  5. Each valid entry will be scored using the formula shown on page 1.
  6. In the case of a tie between entries having the same score, as determined in item 5, the winners will be selected, at the sole discretion of Data Match, based on the quality of the marketing plans submitted by the clubs.
- 7. Data Match Pays you back for your fundraiser, PLUS we pay you a bonus!** The cash prize is a full or partial refund of the amount you paid Data Match for your fundraiser, up to \$1,000 for the 1st place winner, up to \$450 for 2nd place, and up to \$250 for 3rd place. The Refund portion of the prize cannot exceed the amount you paid Data Match for your fundraiser. **In addition, winners will receive a bonus of 10 cents for each Data Match report sold. Winners will be notified by e-mail and will be announced on our web site May 4, 2010.**

CUT ALONG DOTTED LINE

## Entry Form 2010 Data Match Bonus Cash Competition

Please complete this form and enclose it with your Data Match order.

SCHOOL NAME: \_\_\_\_\_

CLUB/ORGANIZATION NAME: \_\_\_\_\_

ADVISOR NAME: \_\_\_\_\_

ADVISOR EMAIL: \_\_\_\_\_

ADVISOR PHONE: \_\_\_\_\_

GRADES PARTICIPATING (E.G. 9-12): \_\_\_\_\_

CURRENT ENROLLMENT: \_\_\_\_\_

(If not filled in, we will use 2008-09 enrollment provided by Educational Directories, Inc.)

### Please Check:

- Control Sheet for Data Match fundraiser enclosed ?
- Completed student questionnaires enclosed?
- 1-2 page marketing plan enclosed?