



Dear Club Leaders,

We are very pleased to announce that we have partnered with Entertainment® Fundraising to create **The Official Optimist Coupon Fundraiser** to help us raise funds to further our mission of empowering young people to be the best that they can be.

We highly encourage you to try out this new fundraiser. With over 94% of households using coupons in today's economic climate, it's a great way to give something back to our supporters and create a win-win for both of us!

The Optimist Coupon Book prominently features the Optimist logo and Club photo on the front cover and the back cover is reserved for our national branding (see examples below).



(Example of front cover)



(Actual back cover)

Entertainment® Fundraising is a trusted company that has helped groups raise over \$1 billion over the last 50 years. This coupon book is personalized for each Optimist Club, with their photo, name and 40 valuable local coupons and online access to thousands of more offers. In addition, the Club earns at least \$9 for each one sold. This high-profit and personalized fundraiser presents Optimist International in a positive manner and gives back value to our supporters.

We heartily recommend that you consider trying **The Optimist Coupon Fundraiser** this year, and let me know what you think!

Sincerely,

Benny Ellerbe
Executive Director
Optimist International
1-800-500-8130
Benny.Ellerbe@optimist.org