



Messenger-Inquirer

Newspaper In Education

Block Sale Fundraiser

RAISE YOUR PROFILE * GET NEW CUSTOMERS * SUPPORT NEWSPAPERS IN THE CLASSROOM!

What is a Block Sale?

Newspapers have been using block sales for years to raise money for their Newspaper In Education (NIE) programs. Block sales offer area merchants an easy and affordable way to get seven days of advertising while raising their profile, creating good will in the community and supporting an important educational tool.

How Does it Work?

Area restaurants are asked to donate one or more \$50 gift cards for the sale. After the newspaper secures a large number of gift cards (30-50), the gift cards are advertised in the paper daily for one week in a special ad. On the final day, members of the public are invited to call the newspaper and purchase gift cards during a one-hour window. Newspaper staff answer the phones and process orders. Gift cards are sold for \$35 each on a first-come basis. Proceeds are used to fund the NIE program.

Benefit to Your Business

Your business will be featured in a Block Sale ad that will run for seven days - an advertising value of \$189. Your business may also be able to take a tax deduction for the donation and gain new customers. In addition, studies show that the net cost of a restaurant gift card may only be 40-60 percent of the face value amount. That means businesses may only be out of pocket \$20 to \$30. Participating in our Block Sale is an affordable way to gain exposure while supporting education initiatives in the community!

Benefit to Area Schools

Proceeds from a Block Sale are used to provide newspapers at no cost to teachers throughout the school year and during the summer to camps and summer-school programs. Educators value this important teaching tool! Studies show that students who participate in NIE score higher on standardized tests and are more likely to become life-long readers and more involved citizens in their communities.

Benefit to Consumers

Local consumers get a discount and are motivated to get out in the community and "buy local." Consumers also may be more willing to try a restaurant for the first time if they get a deal. And ultimately, the community benefits when educational resources are made available to local schools.

For More Information

Want to learn more about our block sale or other ways to support the Newspaper In Education program? Visit our website at www.messenger-inquirer.com/circulation/nie or contact NIE Coordinator Stacey Joslin at 270-691-7247 or sjoslin@messenger-inquirer.com.