

G C O S A L E S M A N U A L

GCO Geneva
21 September, 1983

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INTRODUCTION

Thank you for offering to sell UNICEF Greeting Cards. Not only will you be helping UNICEF in its work but you will also be advocating for the world's most deprived children.

What does this mean ? The sale of cards is not only important as a source of funds, but also a means of informing so many more people about the situation of the world's children, their needs and UNICEF programmes designed to improve the quality of children's lives.

Generating involvement with, and commitment to, the well-being of children in developing countries has been a keystone to the work of UNICEF. The sale of greeting cards and stationery is just one way countless supporters participate in UNICEF's work.

This type of voluntary contribution to UNICEF's work is invaluable and enables UNICEF to continue to limit its costs and ensure that the greeting card campaign plays a vital role in the funding of programmes for children. Since all designs are donated and sales largely handled by volunteers, almost half the price paid is invested in programmes for children.

UNICEF greeting cards and engagement calendars are widely known throughout the world. The custom of buying them is linked with the knowledge that the proceeds are an important source of income for UNICEF programmes. Every card that is bought, sent and received proclaims UNICEF's work.

Thanks to its successful work throughout the world, UNICEF has established an excellent public image over the years. It is, of course, very important to maintain this image. You can add immeasurably to UNICEF's reputation around the globe by the way you and your volunteers conduct the greeting card campaign.

The sale of UNICEF greeting cards is in your hands. Planning, organization, administration and your own ingenuity are the keys to a successful greeting card campaign. We have developed this Manual to guide you in your efforts to develop a sales campaign in your country. It also contains ideas on how to expand sales and explains practical ideas, methods and approaches. It is not exhaustive and once future needs are identified additions will be made.

AN INTRODUCTION TO THE GREETING CARD OPERATION

How Does GCO Fit Into UNICEF ?

GCO's function is:

- to provide an opportunity for volunteers and the general public to get personally involved in the work of UNICEF and through it with the United Nations.
- to provide additional funds for UNICEF programmes
- to increase public recognition of UNICEF and interest

How it all began

The very first UNICEF card was printed in 1949. A little Czechoslovakian girl, Jitka Samkova, had painted a design on glass and sent it to UNICEF as thanks for the assistance given to her village as part of UNICEF aid to the children of war-torn Europe. The design was truly delightful. UNICEF turned the motif into a card and sent it as its own greeting for Christmas 1949.

The next year UNICEF printed and distributed two other card designs for sale to UN staff and delegations. Their sale brought in a net profit of a mere USD 4,200.- but the idea of producing UNICEF cards had been born.

GCO's Role

GCO's main function is, of course, to sell cards throughout the world in order to raise as much revenue as possible. The higher the profit, the greater the benefit to UNICEF. The moneys raised go directly into UNICEF's general resources. GCO maintains no funds of its own, but operates on an imprest basis.

To ensure a successful campaign, much planning is involved. Work must be completed well in advance of the on-going campaign - designs have to be selected, cards have to be printed, distributed and promoted well before the sales campaign is actually launched.

Volunteers and staff are asked to stress UNICEF's work in their own and nearby countries through press releases, TV interviews, radio talks and at sales outlets.

Because greeting cards are sold in well over 100 countries, they generate considerable publicity for UNICEF.

Products Marketed By GCO

Basically, GCO offers three products - cards, calendars and stationery items. Many products make excellent gifts.

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Marketing Support -----

GCO's main objective is to operate as efficient and effectively as possible. In order to do this, assistance and guidance must be offered to the many and varied sales outlets over the world.

Strong publicity material support is also given to sales outlets. TV spots; press releases; radio announcements; point-of-purchase posters; mobiles, stickers, and banners; and most importantly, brochures, are produced every year.

The Importance Of Volunteer Support -----

Volunteers are essential to any successful greeting card campaign.

GCO owes much of its success to the extensive volunteer support it enjoys. This includes the artists and musicians who contribute their works, the stars who make publicity appearances and record radio and TV announcements on behalf of UNICEF, and the many people from all walks of life who actually sell greeting cards.

How Designs Are Selected -----

GCO produces series of all occasion note cards and stationery items, but most of the cards are sold for special occasions and holidays.

Designs to be considered as future UNICEF greeting cards are collected throughout the year for presentation in February to the International Art Selection Committee. This Committee consists of museum directors, publishers, professors of art and the human resources buyers for internationally-known retail stores, as well as sales representatives.

About 600 designs are presented in transparency for consideration. After three days' deliberation, about 200 designs are chosen for production. Because of religious, cultural and climatic differences throughout the world, design preferences vary greatly from place to place. Local sales offices help determine which cards will be produced and sold for their own needs.

Some designs are submitted directly to GCO by artists who wish to help by contributing their art. But most designs

PLANNING AND ORGANIZING

Long before the actual start of the sales efforts, a defined plan of action should be drawn up. If this is your campaign, keep your plans as simple as possible.

Calendar of Organisation

People work better when they have to meet specific deadlines. Therefore, it is important that a work calendar be established and adhered to.

You will find that your campaign breaks down into three periods.

1. PRE-CAMPAIGN PERIOD. Before you actually begin to sell UNICEF cards you should:

- a. Order cards and fix prices
- b. Set goals for the campaign
- c. Start recruiting and training volunteer staff
- d. Prepare special campaign (business - mail order)
- e. Organize your selling points

2. SALES CAMPAIGN PERIOD. This will be the busiest time, when you will be working on:

- a. Promotion and publicity (mass media).
- b. Selling cards, calendars and other UNICEF products
- c. Sales records

3. POST-CAMPAIGN PERIOD. A time to evaluate. And to:

- a. Make sure that all records, including inventory and finance, books and files are in order, so you will be able to use them effectively again the following year.
- b. Write thank-you letters to all who have played an active part in the campaign - volunteers, businesses, organizations, media.

Samples

Samples are distributed at the beginning of the year and provides 5 complete sets unless more are required.

Marketing Strategy

GCO's effectively guidance must be given over the work

Strong letters. TV spots. Purchase positions. Broadcast

The Importance

Volunteer campaign.

GCO's support is contribute and record as the many greeting cards

How Design

GCO's items, but holidays.

Design collected International museum displays for sales representatives

About after the production throughout place. Location be produced

Some wish to

Ordering

The amount of cards required for the campaign should be calculated in the following manner:

- a) Establish 100% sales forecasts to which you will add a reserve stock of 10%. Order = $100 + 10 = 110\%$ of sales forecast.
- b) GCO can deliver your total order in one shipment. However, current practice shows that it is better to order 70-80% of total requirements at the beginning, the balance of 30% (80%-110%) can be ordered during the campaign when the situation and trends have become quite clear.
- c) In the case of special orders, especially for business firms, GCO may agree to airfreight the order. This is exceptional and each case will be considered separately.

All orders should be given to GCO in writing (by letter or by telex). In exceptional and urgent cases cards may be ordered by phone but this should be followed by a written confirmation.

Costs of Operations

Monies disbursed by your office to cover expenses necessary for the smooth running of the card sales campaign will be reimbursed by GCO. This global expenditure should not exceed 15% of gross proceeds.

Shipping

Standard procedure is such that deliveries in Europe are by truck. Countries outside Europe, with easily accessible port facilities, receive cards by boat. The remainder are delivered by air. This, of course, is costly and if you know of a less expensive, and yet efficient, means of transport between your country and Europe please provide us with details. Airline companies may be willing to give discounts to UNICEF for card shipments. Please make enquiries in this area.

Where sales are the responsibility of a UNICEF office there are no customs duties to pay.

What To Do With Unsold Cards Or Calendars

Unsold cards can be used in many profitable ways. One such way is to offer the "Favourite" selection. It is a mixture of cards, from previous years, which could be sold the following year as a "new item". This applies both to greeting cards and note cards.

Suppose the selling season is over and you have a number of unsold calendars on hand. Do not let them go to waste. Use them for promotion purposes.

These calendars can be sent as "thank you" gifts to people who have been particularly helpful throughout the campaign.

Finally, whatever cards are left over can be used for publicity purposes (eg direct mail message to businesses or special clients) or donated to an orphanage, kindergarten class or some other organisation. Prior to any such action though the plan should be cleared with GCO Geneva and a letter of presentation obtained.

Finance and Administration

Three important dates to remember:

15 January - Sales estimates for the previous year's campaign

20 April - Stock and cash accounting

and September - Sales per item / closing inventory for previous year's campaign

Prior to these dates GCO provides the appropriate forms with clear instructions regarding the information required.

VOLUNTEER RECRUITMENT

Where voluntary assistance can be recruited it is the key to a successful campaign. The sooner you can form a group to work with you the more manageable your job will become. Two important aspects of group work are:

- You will be able to share the workload.
- New volunteers bring new ideas/new contacts/new skills.

It is important to recruit a broad base of volunteer support including: the business community; Men's and women's organizations; Individuals; Schools and universities; Embassies and UN agencies; International community.

During the early stages of recruitment, you should use media assistance whenever and wherever possible. This includes newspapers, magazines, TV and radio stations, cinemas. You should stress the need for UNICEF volunteers and provide names, addresses, and telephone numbers of sales offices so that people can get more information and volunteer their services.

A prompt follow-up is important. It is your responsibility to follow up personally by phone or by letter. The new volunteer should be invited to "get together", perhaps over a cup of coffee, in order to discuss his or her skills and interests and the types of volunteer jobs available throughout the organization.

It is essential that all new volunteers attend at least one information session where the basic aims of UNICEF are explained. This enables new recruits to begin feeling part of the UNICEF family.

At all times volunteers should be able to state UNICEF's objectives and programmes, clearly and with conviction. This is essential to the basic credibility of any UNICEF product and important for the image of the Organisation. Volunteers must be kept well-informed.

Remember that recruitment of just one volunteer can have far-reaching effects. Once a person has been recruited he/she in turn will recruit associates who have valuable talents and contacts.

Maintaining a good personal relationship with your voluntary workers is vitally important. This is essential if you are to keep

the active pace of your campaign going. Good organization in itself will promote enthusiasm because each volunteer will feel that he is doing something specific to make the campaign a success. However, there are other ways to stimulate enthusiasm, too.

SALES POINTS

Sales points in high traffic areas provide an important contact with the general public, particularly people who have never heard of UNICEF or its cards.

In the pre-campaign period choose your selling locations carefully. It is far better to find a few good ones than to spread your efforts thin by trying to sell in a great many uncompromising areas.

Try to concentrate on areas that draw lots of people at all times of the day. Then try to make arrangements for sales booths as close to those areas as possible. To obtain the necessary permission, it is best to go right to the top - the president, manager, or whoever has the authority to grant permission for this activity. The following are suggestions for high traffic areas:

- Department stores. See if managers will permit a sales area in the entrance, or in the store.
- Individual Retailers, eg: Chemists, opticians, hairdressers, book stores.
- Office buildings. Try for a good spot, preferably in the lobby, to set up a festively decorated sales booth.
- Banks. The results of sales within banks have been improving all the time.
- Shopping centres, pedestrian only streets and market squares. Try to set up booths or tables near or in high traffic areas.
- Airline Agencies
- Museums
- Schools - an important source of support in the community.
- Hotels
- Tourist Offices
- Post Offices. Contact the postmaster for permission to set up a booth.
- Special celebrations. Any festival, fair or religious function offers an opportunity for exhibition reaching large groups of people.
On such occasions, people tend to be in a receptive mood and are often willing to spend time looking at something as colourful and interesting as UNICEF cards. If the event does not occur within the actual sales period, use the opportunity to talk about UNICEF's work, how greeting cards help and when and where they can be bought.
High season for UNICEF is often low season for several of these bodies and this is a decided advantage.

UNICEF policy stipulates that sales be undertaken on a voluntary basis. However in exceptional cases a handling charge of up to 10% may be allowed. Under no circumstances should these terms be offered automatically.

Use your knowledge of the community to determine selling locations. Don't overlook the unusual - think of places where people go day after day and in large numbers.

Depending on the circumstances offers will be as follow:

1. Permission will be given for sales by volunteers who set up a booth.
2. Space and sales assistance will be offered.

TARGET GROUPS

1. Business Market

The sales potential in the business market is large. Any company, particularly an international company, which engages in industry, commerce or servicing is a prospective UNICEF greeting card client.

The choice of a card to represent a firm to its customers and associates is important. The quality and type of card, the international flavour furnished by the selection of prestige designs from artists all over the world, the legends in U.N. languages on the reverse of the cards, and the contribution to UNICEF's resources all motivate the purchase of UNICEF cards by firms.

Gifts for clients, employees, and children too can also be found within the UNICEF collection.

Your first step will be to list and contact all companies with a potential for becoming customers.

Consult or obtain several directories, such as:

1. Government lists of companies/industries.
2. Organization lists (Chamber of Commerce, industry groups, NGOs).
3. Embassies.

Once you have drawn up a tentative list, you should grade it in order of priority giving special attention to large multinationals, oil and construction firms.

Personal visits to the most important firms are strongly recommended. Not only do they provide a feel for needs and trends in the business market but also result in satisfied, loyal clients.

Be sure to be concise. Take brochures and sample cards with you. First talk briefly about UNICEF, state the purpose of your call and set about getting the required information.

These initial visits should help establish your sales approach to the business market. An important thing to remember is that the business market offers two kinds of sales opportunities.

1. Sales of "official" company cards.
These are the first priority.
2. Sales through company co-operation, which require:
 - a. Permission to set up a sales area in lobby of building for sale to employees and general public.
 - b. Permission to set up a sales area in company cafeteria for sale to employees. (This could be manned by a volunteer or an employee acting as a volunteer.)

The majority of your contacts with business firms will be through the business mailing. A sample approach letter can be found in annex to this Manual.

2. Embassies, Consulates, UN Agencies

Within this group you will find people highly receptive to the work and aims of UNICEF.

The international community in any country is highly structured. Well-knit groups meet regularly and organize special events.

Frequently the spouses of international civil servants form action and social groups. Members, as individuals or a group, often have sufficient time to take an interest and play an active role in the sale of UNICEF cards. Their contacts are good and the structure provides an ideal entry into the international community where a great deal of sympathy for UNICEF already exists.

Indeed initially the backbone of your volunteer network may lie in this sector. Frequently the spouses are highly qualified and experienced people who for one reason or another are unable to work in a country outside their own.

Employees too may be interested in setting up a booth within the organisation or embassy grounds for sales to colleagues or collecting orders to be forwarded to UNICEF.

SALES TOOLS AND HOW TO USE THEM

1. Brochures

The most practical tool of all is the UNICEF greeting card brochure. It presents the cards in a clear and attractive manner. Prices should be shown in local currency on the insert order form. Here are some suggestions for brochure distribution:

Direct mail. Direct mail enables you to extend distribution of the ----- brochure to include a broad base of past and potential customers. It offers the advantage of a far-reaching and relatively staff-free sales method, with good potential sales results.

You should start with a master list composed of past buyers. In addition, good direct mail lists can be obtained from many sources. Contact charitable and non-governmental organizations, Chambers of Commerce, social clubs, trade unions, business and professional organizations, religious groups, museums and art galleries. Obtain their mailing lists, or better still, ask them to include a UNICEF brochure with their own next mailing to members.

Waiting rooms. Try to get permission to leave a few brochures or ----- leaflets/teasers at any location where people have time to read, such as doctors or dentists' waiting rooms, airport lounges.

2. Posters

The UNICEF posters, designed by famous graphic artists, are handsome, colourful and attention-getting. Store windows, banks, department stores, theatres, hospitals, office building lobbies, airports, bus terminals, travel agencies, stock brokerage firms, railroad waiting rooms, museums, schools, public buildings of all kinds - these are some of the places where posters can be displayed.

Be sure that the address of your main sales office is imprinted in the space provided. Use a local printer to do this. If you lack funds, maybe one of your volunteers can hand-letter addresses attractively.

3. Banners and Stickers

Use several banners for advance promotion, displaying them in high pedestrian traffic areas to announce your upcoming sales campaign and to serve as a reminder that UNICEF greeting cards, calendars, and stationery items will again be sold in your community.

4. Stencils

A list of sales points and a list of prices for wide distribution in the brochure or at sales points can be put on stencil at low cost.

5. Displays

Any good sales location can be made even better if you provide an eye-catching and interesting display of your sales and promotion materials.

Display firms may be willing to offer advice on how to arrange displays.

Much can be done by some volunteer with artistic flair. Cover a desk or table with a colourful cloth and arrange a plentiful supply of cards, calendars, stationery items and brochures on it. Set up a large wall display at the back of the table.

PUBLICITY AND MEDIA

Good publicity can be responsible for doubling the effectiveness of your selling efforts. Your kit contains publicity materials for use by the media - radio spots, newspaper fillers and photo feature stories, brief biographical notes on UNICEF card artists and much more.

Tell the media people you visit about UNICEF's work throughout the world, particularly in the region, and about the approaching greeting card campaign. Ask for their co-operation in planting news items, photos, film and radio spots. Also ask them to cover local events with a staff writer and/or photographer or station reporter.

1. Written Press

As a general rule, the smaller papers are easier to work with. Contact the Editor or Managing Editor for a meeting. Features stories, particularly the photo-feature stories of UNICEF programmes and cards are of special interest to magazines. Regional and trade magazines should be included in your press list.

A good rule to follow in determining which publication to contact first is to "go to the top". Let circulation figures be your guide.

2. Television

Local, regional network and government-controlled television stations throughout the world give free air time to non-profit making organizations.

Please take full advantage of free air time to promote the work of UNICEF and the sale of UNICEF greeting cards.

One television spot can reach more people than any other local form of communication. UNICEF GCO Geneva provides 30 sec. and 60 sec. TV spots.

3. Radio

Sample radio spots can be taped locally or read by the station's announcer or newsman. Radio, like television, provides free air time for announcements by non-profit making organizations.

Always be sure to include your local sales address and telephone number.

Many stations programme discussion groups on education, civic information, public affairs. Try to obtain a commitment from the station for a round-table discussion on UNICEF, its work and the greeting cards.

4. Cinema

In many areas of the world, and in most local communities, cinema houses are also receptive to programming films by non-profit making organization. If you can organize the screening of UNICEF films in a local cinema write the UNICEF Information Division and specify the kind of films you would like to have them send you.

The Greeting Card Operation still has available the charming 8-min. film "Greetings". It is a highly entertaining, partially animated film that tells the story of UNICEF greeting cards and how they help raise funds for UNICEF programmes. The film, accompanied by a lively music track, is without narration. Therefore, it does not present a language problem.

Offer the managers of your local theatres both the "Greetings" film and the 35 mm greeting card spot.

5. Coverage On Artists

UNICEF greeting card designs are contributed by famous and talented artists from all over the world. It is useful to remember that the artists, too, are volunteers in the service of UNICEF. Communicate this to the public. Also mention how helpful museums are. If a design from one of the museums in your area is part of the current collection, publicize that fact.

If one of the contributing artists happens to live near your community, make the most of it. Ask for the artist's co-operation and establish availability dates for publicity and promotion. Then proceed to contact all your press people and set up a "date and time" schedule of interviews and appearances.

In this Manual we have tried to be as helpful as possible in guiding you through a simple but successful greeting card campaign.

Use those ideas that are practical for you and are feasible within the scope of your present volunteer force and community action.

In the future we will update the Manual and add new sales operations. Send us your ideas and comments so that we can benefit from each other's experience.

Good luck!

MAIL ORDER PROGRAMME - LETTER TO BUSINESS FIRMS

Dear Sirs,

The choice of a greeting card to represent your firm to your customers and associates is a very important one. The quality and type of card you send out should reflect the image of your company in this modern and more international world.

This is one of the reasons why thousands of companies all over the world choose UNICEF cards as their official greeting cards.

UNICEF gives priority to destitute children whose growing minds and bodies are stunted by poverty, hunger and sickness. The organisation's strategy is to work with people on the spot where the need is the greatest. UNICEF's main areas of assistance are: basic health care, improved nutrition, safe water, supplies, education and training, family and child welfare.

The adoption of a UNICEF card as your greeting card will help UNICEF to increase its resources which are used in its programmes throughout the world.

The UNICEF collection offers a selection of quality designs from artists all over the world and their international character is also reflected in the official United Nations languages which appear on the reverse of the card.

Enclosed is a brochure which illustrates the _____ collection of UNICEF cards and full details on how to order these cards.

We are at your entire disposal for additional information and look forward to hearing from you.

Yours sincerely,
Name
UNICEF
Address

MAIL ORDER PROGRAMME - LETTER TO INDIVIDUALS

Dear Friends of UNICEF

UNICEF cards are bearers of joy. Joy for those who receive a token of your friendship and joy for those children whose future well-being is assured by UNICEF in co-operation with governments and local communities in over 100 countries.

UNICEF gives priority to destitute children whose growing minds and bodies are stunted by poverty, hunger and sickness. The organisation's strategy is to work with people on the spot where the need is greatest. UNICEF's main areas of assistance are: basic health care, improved nutrition, safe water supplies, education and training, family and child welfare.

You too can help by purchasing UNICEF cards and gifts. One box of cards can provide a stethoscope, ten boxes, a first aid kit for a nurse.

Enclosed is a brochure illustrating the new UNICEF cards. The choice is varied and includes UNICEF gifts. If you already have our brochure please help UNICEF by passing it on to a friend.

Thank you.

Name
UNICEF
Address

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LETTER TO EMBASSIES

Dear Mr. Ambassador,

It is an honour for us to be able to present to you the new UNICEF cards for 19__ .

UNICEF cards are bearers of joy. Joy for those who receive a token of friendship and joy for those children whose future well-being is assured by UNICEF in co-operation with governments and local communities in over 100 countries.

UNICEF gives priority to destitute children whose growing minds and bodies are stunted by poverty, hunger and sickness. The organisation's strategy is to work with people on the spot where the need is the greatest. UNICEF's main areas of assistance are: basic health care, improved nutrition, safe water supplies, education and training, family and child welfare.

Greeting card sales make a direct contribution to UNICEF programmes and it is in this area that we would like to take the liberty of requesting your assistance. We feel sure that members of your staff would be interested in purchasing UNICEF cards and we wonder whether you would consider authorizing the sale of cards in the Embassy. Perhaps a staff member could be designated to be responsible for the grouping of orders ?

We thank you for your kind consideration of this request and look forward to hearing your decision.

We remain, dear Mr. Ambassador,

Yours sincerely,
Name
UNICEF
Address

LETTER TO SALES POINTS/DEPARTMENT STORES

Dear Sirs,

UNICEF cards are bearers of joy. Joy for those who receive a token of friendship and joy for those children whose future well-being is assured by UNICEF in co-operation with governments and local communities in over 100 countries.

UNICEF gives priority to destitute children whose growing minds and bodies are stunted by poverty, hunger and sickness. The organisation's strategy is to work with people on the spot where the need is the greatest. UNICEF's main areas of assistance are: basic health care, improved nutrition, safe water supplies, education and training, family and child welfare.

Greeting card sales make a direct contribution to UNICEF programmes and it is in this area that we would like to take the liberty of requesting your assistance. All over the world businesses such as yours offer their services to UNICEF in two ways:

- Sales of UNICEF cards on consignment
- Permission for sales stand manned by UNICEF volunteers on premises

UNICEF owes much of its success to the extensive volunteer support it enjoys. Thanks to generous help, ever-growing financial support can be provided. We wonder whether you would be willing to assist UNICEF in one of these ways ?

Thank you for your kind consideration of this request. We look forward to hearing your decision.

Yours sincerely,
Name
UNICEF
Address

VOLUNTEER RECRUITMENT

Dear

UNICEF cards are bearers of joy. Joy for those who receive a token of friendship and joy for those children whose future well-being is assured by UNICEF in co-operation with governments and local communities in over 100 countries.

UNICEF gives priority to destitute children whose growing minds and bodies are stunted by poverty, hunger and sickness. The organisation's strategy is to work with people on the spot where the need is the greatest. UNICEF's main areas of assistance are: basic health care, improved nutrition, safe water supplies, education and training, family and child welfare.

Greeting card sales make a direct contribution to UNICEF programmes and it is in this area that we would like to request your assistance. At present UNICEF is running a campaign to recruit volunteers for greeting card sales. It occurred to us that your (friends) (colleagues) (organisation) (family) (school) (university) would be interested in helping and if you agree we would be grateful if you could give wide publicity to the enclosed announcement.

Thank you for your kind consideration of this request. We look forward to hearing your decision.

Yours sincerely,
Name
UNICEF
Address

VOLUNTEER RECRUITMENT ANNOUNCEMENT

UNITED NATIONS CHILDREN'S FUND

The UNICEF office is looking for ten new volunteers who will sell cards, answer phone enquiries, deliver cards, keep sales record, find new sales points, and solicit business firms throughout the coming year. The hours are varied and the members of the group pleasant to be with. If you would like more information on UNICEF activities or think you can help, please contact Name, UNICEF, Address, telephone number during the day.

THANKS TO VOLUNTEERS:

Dear

We would like to thank you for your generous help with the UNICEF card sales.

Your contribution to UNICEF's work is most precious. It is thanks to you and others who offer their services that UNICEF can continue to limit its costs and ensure that card sales play an important role in the funding of programmes for children.

You are part of a unique worldwide network of willing helpers and we hope that you find your job to be fulfilling.

Although the 19 card campaign has just closed, early estimation show that UNICEF cards were sold in (your country). An increase of over 19 . Your contribution is an excellent achievement.

We hope that you will renew your commitment to UNICEF for years to come.

Yours sincerely,



CF Item Barcode Sign

Page

2

Date

1/24/2008

Time

1:39:12 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2008-000028

Expanded Number **CF-RAI-USAA-PD-GEN-2008-000028**

External ID

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Date Closed / To Date

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Item Fd01: In, Out, Internal Rec or Rec Copy

Contained Records

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2008-00029 (Upasana Young)' since 1/25/2008 at**

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23 pp

Sales manual explaining GCO's role in UNICEF's work; planning and organizing; recruitment of volunteers; sales points; target groups; sales tools (brochures, posters, banners, displays); publicity and media, and sample letters soliciting support.

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

SAROJA DOUGLAS

Saroja - Douglas

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