



Attention Coaches and Managers:

On behalf of the Charlotte Soccer Academy and the Community Service Book (CSB), we are excited to announce our **NEW exclusive fundraising partnership with Community Service Book**. By CSB partnering with the CSA families and club, CSA is excited to provide you with a great resource to raise money and reduce your costs for your team's traveling expenses, tournament fees, uniforms, gear, etc. CSA has chosen to pass through all funds generated from this initiative directly to the participating teams to help off set the additional funds involved in managing and coaching a club team. In addition to the funds generated and channeled to the individual teams, Community Service Book will **donate \$1 for every book sold** by each team. CSB will also **provide an additional sponsorship** that will be utilized for scholarships in the near future. The new partnership provides a **win-win for each team that participates and the CSA club**.

**The goal is for each team to sell a minimum of 2 cases or 40 books.** The NEW 2012 books are \$25 and for each book sold your team receive \$12.50 per book. This means:

**100 books sold--\$1250 for your team or 2000 books sold---\$2500 for your team.**

The book is filled with many **BUY ONE, GET ONE FREE OFFERS** from hundreds of restaurants, entertainment & attractions, retail and services. **Over \$13,000 in savings for just \$25** and it includes our **FREE Online e-Book Edition**. Additional offers and merchants will be added online throughout the year! **It's the best and most affordable book in our industry!!!**

**There will be special incentives and prizes for teams in each age group that sell the most books (averaged per player). Details for team contest will be announced soon!**

The books are available for your teams as early as **August 2, 2011**. To view and see a sneak preview to our book online go to <http://xplorecharlotte.com/csb/> and view the great savings and merchants we have to offer. The books are all on consignment and whatever is not sold can be returned back to the Community Service Book.

CSB fundraising products are **EASY TO SELL, TURN KEY EXECUTION, QUICKLY, PROFITABLE, a GREAT VALUE** and can be **CUSTOMIZED** for your team. CSB has multiple strategies including online technology to promote this fundraiser to your individual teams and enhance your sales.

The books can be delivered to your team as early as August 2, 2011 and the sooner you start the more you can sell and raise! We will also set up a 2-3 day pickup station at the William R. Davie Park or other facilities with time and dates TBA.

For any fundraisers who start their fundraisers in August, we will donate our 2011 Edition for FREE! This is our **BUY ONE GET ONE FREE BOOK PROGRAM** (2011 books available until inventory runs out). Pre-order your 2012 books and receive the 2011 books for free.

You are not on your own. CSB will be available to help you every step of the way with whatever fundraising method best fits your team! The team at **Community Service Book** believes passionately in what we do. We ask that **ALL TEAMS PARTICIPATE IN THIS CLUB INITIATIVE** and help support our new sponsor, your team, and CSA.

Kindest regards,

John Bretz, Brad Wylde, and Alberto Mangione

Community Service Book Team  
[alberto@trevigroup.net](mailto:alberto@trevigroup.net) or [infocsb@trevigroup.net](mailto:infocsb@trevigroup.net)  
Direct- 704-578-4923 Main Office- 704.529.5050