



Dear Coaches and Managers,

Community Service Book and The Trevi Group are excited and privileged to have the opportunity to partner with your team this upcoming season to help you raise much needed funds! Our mission is to give your team the capabilities to raise the most amount of money for each player's needs in order to minimize expenses during these difficult economic times. **Community Service Book** has been operating and supporting local fundraising organizations since 1978 and was recently acquired by The Trevi Group in 2008. Because of The Trevi Group's marketing expertise, we have implemented procedures, strategies, technology, and marketing to make selling our *newly enhanced Community Service Book* *quick and easy*. We have tested the market and the positive responses we have received confirm this to be true! ***This is how we help our clients succeed:***

- **Community Service Book is only \$20.00** with hundreds of merchants and thousands in savings. This price point is a proven success because it is *economically rewarding* and *logical* because the buyer may just have that bill waiting in their wallet. (Our competitors charge \$25-\$40.)
- **Community Service Book** is sold primarily through nonprofit and sport organizations for 2009-2010 so this *helps* you not compete against the local school market. (Our competitors focus on schools.)
- The **value** for the consumer continues...**Community Service Book** offers an **online eBook Edition** in addition to our 2009-10 book edition where coupons can be accessed and printed on www.communityservicebook.com with a user name and password. For our **Charlotte Soccer Academy** partners, when selling Community Service Book to a consumer, ***the consumer will also get the Online Edition for free!*** Many of our merchants have additional coupons in the eBook edition and new coupons and merchants are added throughout the year! (Our competitors do not have an online edition.)
- Community Service Book is **risk free**...all books are given on consignment and should there be any unsold books, they can be returned.

Let your finger and our technology do the selling for you: Community Service Book ***furtheres your sales and builds your money*** by implementing our Trevi Group technology through the click of your finger. (Our competitors do not have the capabilities to use this type of technology.)

- In addition to the traditional method of selling the book face to face, ***we will customize an eNewsletter for each team*** that can be sent to *anyone* in your team member's personal email databases who may be interested in purchasing a Community Service Book to help a player raise funds! It can continue to be forwarded on and on and on and on!
- These additional consumers can purchase a fundraising book online (we mail it to them...no work on your end!) with your team receiving the credit! We will assign each team their own group fundraising page where you can track how many books have been purchased on your behalf. <http://www.communityservicebook.com/group/18211>
- Once the fundraising period is over, the online group page can be active and *your team can continue to raise money throughout the season!*

Additional Incentives just for **Charlotte Soccer Academy:**

- If a CSA team chooses to partner with Community Service Book, we will offer each family represented a *complimentary* online eBook edition whether they purchase a book or not.
- For each book that is sold, your team receives \$10.00. **If the entire CSA club sells a minimum of 2000 books, we will give each team \$11.00 for every book sold.**
- The **top selling team** will receive a CiCi's Pizza party for the players and their families to be catered at the place of your choice.
- The **top 5 selling teams will receive** a complimentary certificate from Donato's Pizza for each player.

We believe in providing the utmost of **personal attention** and **support**. You may call me **directly** with any questions or if you would like additional information. Please take a few minutes to look at how your eNewsletter http://www.trevigroup.net/newsletter/news/newsletter.cfm?nl_id=115 can be customized for your team to enhance your fundraising needs. We look forward to continuing our partnership with Charlotte Soccer Academy.

Sincerely,

Alberto Mangione

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