

## Getting Started

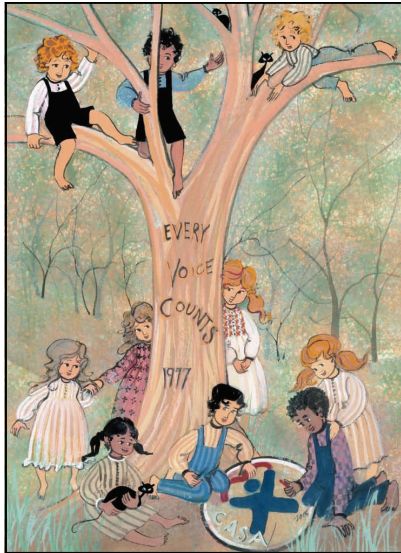
Elect one contact person with authority to enter into an agreement and send a letter or an email to:

Jake Henderson  
P. Buckley Moss Galleries, Ltd.  
74 Poplar Grove Lane  
Mathews, VA 23109  
jakehenderson@pbuckleymoss.com

In your letter include:

- A brief description of your organization.
- How many people you can expect to reach
- The desired retail price for the print
- How many prints you can purchase

After this initial contact, we will explore with you subject matter and schedules prior to framing an agreement.



*Speak Up for a Child*  
CASA Fundraising Print

P. Buckley Moss Galleries, Ltd., (800) 430-1320, [www.pbuckleymoss.com](http://www.pbuckleymoss.com)

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74 Poplar Grove Lane  
Mathews, VA 23109

*Fundraising with*  
**P Buckley Moss**®



P. Buckley Moss print editions have been used to raise millions of dollars for charitable organizations worldwide. Organizations with a large and dedicated membership or donor base may benefit from a commissioned print edition by America's leading artist and philanthropist.



P. Buckley Moss, dubbed “The People’s Artist” by Charles Kuralt, is one of America’s most renowned artists and philanthropists, most recently recognized as a Virginia Woman in History by the Virginia Library. Ms. Moss’ works are sold through 200 independent art galleries across the country and 300 gift stores. Since 1974 she has enjoyed a high level of commercial success through the sale of limited edition reproductions of her watercolors.

Ms. Moss is dyslexic and grew up when little was known about the condition. She had a difficult time in school, until her talent for art was recognized and fostered. Because of this, Ms. Moss channels much of her charitable efforts in the direction of children’s health and education. As a cancer survivor of over 20 years, she also assists cancer research and cancer help groups.

The P. Buckley Moss Society, established in 1987 to assist Pat Moss with her charitable endeavors, is a fee paying membership group of 12,000 of Ms. Moss’ most involved collectors. They work in chapters at a local level to identify charitable organizations that would benefit from a donation of P. Buckley Moss artwork. Donations of Pat Moss’ artwork have raised more than \$3m for organizations across the country. Currently her art is responsible for raising over \$300,000 a year for worthy causes.

The P. Buckley Moss Foundation for Children’s Education, a 501(C)3 organization, was established in 1995 to foster the use of art in the classroom, especially as a tool to reach out to those with learning differences.

## How It Works

**A print by P. Buckley Moss gives your organization:**

- The recognition and endorsement of a world class artist.
- A way to thank your committed donors.
- An introduction to thousands of Moss collectors.
- A new way to raise money by selling the print to your supporters.

Plus—your image will be shown with pride in the homes and offices of your supporters providing a great talking point for friends and business associates.



### Raising Funds

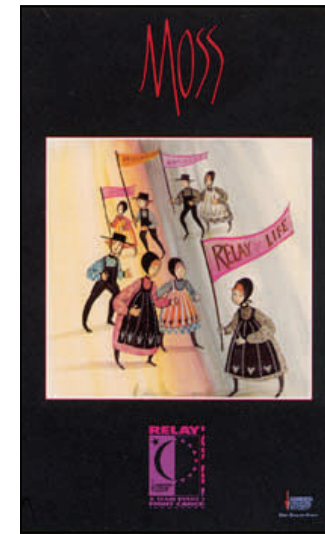
Your organization raises funds through the resale of the print edition. You will purchase the prints from P. Buckley Moss Galleries at the special charitable print edition rate—a 50% discount. You will resell them to your support base at regular retail. A typical \$80 print will therefore earn you \$40, for a total of \$16,000 when all 400 prints are sold. You can arrange to take pre-orders and deposits prior to the release of the print.

If your organization is within the market area of an established P. Buckley Moss dealer, we expect you to work with that dealer to promote the prints and offer framing services.

Print editions may retail from \$80 per print to \$200 or more.



*My Faithful Companion*  
A fundraising print for Canine Companions for Independence



*Relay for Life Poster*  
Posters can also be used for fundraising.

### Is it right for us?

P. Buckley Moss charitable print editions are usually limited to 500 or 1,000 prints—more for larger organizations.

To commission a special fundraising print edition by P. Buckley Moss, your organization must be prepared to commit to purchasing 400 of those prints.

To achieve success you will need:

- A highly committed base to draw on for sales.
- The ability to reach your members and partners with a polished pitch.
- One person who will drive the project to its conclusion.

Typical organizations include:

Universities, Colleges, and High Schools  
Sororities and Fraternities  
Community Service Organizations  
Medical Research

P. Buckley Moss Galleries will help with:

- Advertising materials—publicity photos, sample prints, artist interviews, etc.
- Fulfillment—we can offer a range of fee-based services from payment collection to drop shipment.
- Announcements to Moss collectors and Moss galleries.