



Implementation Guidelines

The following are suggestions for the implementation of your Lundon's Bridge Fundraising Franchise, and when we say that Hollywood is going to school, we mean it!

Review and Become Familiar

First, review all the documents in the e-packet from the website. Next, please go to the Lundon's Bridge website, www.lundons-bridge.com, and take time to view each page. We are constantly looking to improve our products and services as well as ways to deliver them to you in a cost-effective manner. Visiting the website periodically will ensure you are staying up-to-date regarding the latest Lundon's Bridge news, contests, products, and tools as well as our latest Cinema Night Movie offerings.

Introduce the Fundraiser to Your Team

After completing the above activities, please distribute the document titled, 'Fundraiser Introduction to Staff' to your PTA board, Teachers and other staff members, as you deem appropriate to announce this amazing fundraising opportunity. Encourage each member to visit our website and/or to contact your local representative for any questions.

Introduce the Fundraiser to Students/Parents

The next step is to introduce Lundon's fantasy adventure to the parents and/or student body by choosing one or both of the two methods described below:

- Viewing a short film promoting the story of Lundon's Bridge and the Three Keys titled: *Hollywood Goes to School*. This 20-minute promo is designed to create excitement and to arouse interest and an immediate desire to know more about Lundon's amazing adventure in this first novel. It can be found on the website from either the bubble (button) called 'Promo Movie' on the home page, or the button on the Step 2 page, inside this website. It can be projected onto a larger screen to show your entire student body or on computer screens where each class can take the time to introduce this Fundraising project to their students. Of course, the students can also view this from the website in the comfort of their homes. It is the best tool for you to utilize in introducing this Fundraiser to your students. We believe that if the students see this promotional movie, they will want to read the book.
- Conduct a school assembly where students from your school will present a verbal presentation of each chapter from the 'Lundon's Bridge and the Three Keys' fantasy adventure. Each student's presentation is derived from an essay written by the student. Additional details on how to implement this method is included in this package and is also available inside the Step 2 page of this website. Another exciting element of this method is

that each school can submit and have their students' essays judged by the producer's panel. The top ten essays on each chapter will be honored with the school's name, and with the appropriate permissions, the student's photo along with a few statements about the student will be displayed in the 'Winner's Circle' section of the Lundon's Bridge website.

Ordering the Novel

Provide each student a copy of the 'Order Form', for the purpose of informing parents about the fundraiser so the kids can get the book. This fundraiser is not intended for the solicitation of door-to-door type sales. However, the novel is recommended reading for all ages and can be ordered for the student, parents, grandparents and friends.

Feel free to contact your local representative for any questions you may have. Your local representative can be found on the Lundon's Bridge website at www.lundons-bridge.com.

Future Products

Very soon additional pre-movie products will be available for you to increase your fundraising revenues! You will receive notification and details as these products become available. First things first, though! Your students need to enjoy the first book. If they are introduced to it through our website, they will want to read it. We believe the rest will follow automatically.

Another Great Way To Raise Funds

SCHOOL CINEMA NIGHT or SCHOOL'S NIGHT AT THE MOVIES.

Lundon's Bridge will also become a Major Motion Picture, which we are planning to show only in school auditoriums or assembly halls wherever schools are found. School Cinema Night will be a major Fund Raising effort. 50% of the ticket sales will be yours! The movie will be a digital (DVD) projected screening which looks as professional as being shown in a theater, and just like your local theater, if you choose to, your school can also profit through the offering of concessions for sale at your School Cinema Night. 100% of that money stays in your school. Hotdogs, popcorn, candy and a soda pop go hand-in-hand with a movie. So, 50% of your box office and 100% of the concession stays in your school. The rights to show these films will be given to you free of charge.

As Lundon's Bridge has not yet been made into a movie, Dennis H. Christen, one of the producers of Lundon's Bridge, has a finished film about children in war called, "Soldiers of Innocence." This award winning film is ready for your school to obtain the exhibition rights, (free of charge) so you can get started on this excellent way to raise funds for your school. Please go to www.soldiersofinnocence.com or www.booksnflicks.com to learn more about Dennis H. Christen, Soldiers of Innocence and the School Cinema Night. Emailing the producer at cgstarllc@hotmail.com will get you started. We want all the schools to be up and running, School Cinema Night-wise, prior to showing Lundon's Bridge and the Three Keys as a movie.

In addition, other movies will soon be available for School Cinema Night and we will notify you as soon as each becomes available.