

L'AUTO CADET GUIDE

2009-2010

***FOR ADDITIONAL COPIES
PLEASE VISIT OUR WEB-SITE:***

www.cadets-air.qc.ca

On the Home Page, click top right on Fundraising. On the Fundraising page, click top left on 2009-2010 Campaign. On the 2009-2010 Campaign page, click on L'Auto Cadet Edition 2009-2010 Guide, at the bottom of the page.

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WHAT IS L'AUTO CADET?

Revenue from the L'Auto-Cadet Lottery allows us to fulfill a substantial part of the Squadrons', and of the Quebec and Ottawa Valley Provincial Committee's financial needs. It represents more than 90% of our revenues.

With 210,000 tickets in circulation, L'Auto-Cadet is the best way to inform the public of the existence of the Air Cadets.

A total commitment on the part of Cadets, Members of Sponsoring Committees, Directors, Officers and Instructors is, therefore, crucial to the success of this fundraising campaign.

WHY SELL L'AUTO CADET TICKETS?

TO KEEP THE AIR IN AIR CADETS

There are operational expenses associated with the upkeep of our fleet, which consists of 14 gliders, 6 tow-planes, 4 winches, 4 trailers, and 2 demonstration gliders. This cost, allotted in our budget, is approximately \$15,000.00 annually.

An additional amount of \$5,000.00 is also required for the upkeep of our demonstration gliders.

This year, we will undertake a major expense in the acquisition of a new LYCOMIONG motor, to replace our older CONTINENTAL motors. This expenditure will be approximately \$60,000.00.

Furthermore, our Provincial Committee will distribute up to \$30,000 in advanced flying scholarships to more than 45 cadets who graduated from the power or glider summer camps.

HISTORY

Some 40 years ago, the Air Cadet League managed to purchase part of its fleet of gliders with the BON VOYAGE lottery. At that time, tickets sold for \$0.25, \$0.50, and \$1.00. A few years later, the Quebec and Ottawa Valley Provincial Committee acquired several tow aircraft.

Near the end of the 1980's, L'AUTO-Cadet was created and tickets sold for \$2.00 each. Since the year 2000, the tickets are \$3.00.

Sales for the year

<i>YEAR</i>	<i>TICKET TOTAL</i>	<i>TICKETS/CADET</i>
<i>98-99</i>	<i>255,966 Tickets</i>	<i>39,5</i>
<i>99-00</i>	<i>263,145 Tickets</i>	<i>40,8</i>
<i>00-01</i>	<i>222,145 Tickets</i>	<i>35,9</i>
<i>01-02</i>	<i>240,897 Tickets</i>	<i>39,1</i>
<i>02-03</i>	<i>244,188 Tickets</i>	<i>40,4</i>
<i>03-04</i>	<i>232,386 Tickets</i>	<i>39,3</i>
<i>04-05</i>	<i>203,102 Tickets</i>	<i>34,9</i>
<i>05-06</i>	<i>212,118 Tickets</i>	<i>37,2</i>
<i>06-07</i>	<i>200,238 Tickets</i>	<i>37,7</i>
<i>07-08</i>	<i>180,700 Tickets</i>	<i>35,4</i>
<i>08-09</i>	<i>174,340 Tickets</i>	<i>38,4</i>

**WISHING EVERYONE A SUCCESSFUL
CAMPAIGN!**

WHAT DO WE DO WITH THE MONEY? 2008-2009

\$523,020 IN LOTTERY SALES*

Disbursement of funds as per 2007-2008 budget (estimates)

- <i>Commissions remitted to Squadrons in cash</i>	\$203,016
<i>Prizes to squadrons and monetary prizes to cadets</i>	<u>\$ 20,350</u>
<i>Total directly remitted to cadets and squadrons</i>	<u>\$223,366</u>
- <i>L'Auto-Cadet operating costs: Prizes, license, printing, etc.</i>	\$118,266
- <i>Flying Program: Maintenance, parts, engines, radios, electronics, winch, glider and airplane replacement excluding insurance</i>	\$35,662
- <i>Sponsorship of various rewards at Summer Training Centers and for other cadet activities (Annual Review, Chairman's Trophy Effective Speaking, IACE)</i>	\$42,328
<i>Insurance:</i>	
- <i>Cadets, Administrators and Volunteers</i>	\$21,463
- <i>Office</i>	\$ 1,610
- <i>Squadrons</i>	\$29,994
- <i>Administration of the Quebec and Ottawa Valley Provincial Committee (rent, telephone, salaries, supplies, etc.)</i>	\$50,331
	<hr style="width: 100px; margin-left: auto; margin-right: 0;"/>
	\$523,020

* *Real ticket sales excluding the quota contributions (\$19,920.00) for 51-211-706-832-872 squadrons.*

LOTTERY PRIZES 2009-2010

1- Chevrolet MALIBU Hybrid, Model 1ZF69 Taxes included (approx. value)	\$34,000.00
2- Pontiac AVEO, Model 1TX48 Taxes included (approx. value)	\$18,500.00
3- Sport Collette South-Shore Gift Certificate	\$ 8,000.00
4- MAXI Gift Certificate	\$ 5,200.00
5- Cash Prize	\$ 5,000.00
6- Dumoulin Gift Certificate	\$ 5,000.00
TOTAL:	\$75,500.00

DRAW 2009-2010

The price of L'Auto-Cadet tickets is \$3

This year, the Draw will be held at l'École des métiers de l'aérospatiale de Montréal (E.M.A.M.), during a benefit supper.

WEDNESDAY, FEBRUARY 24, 2010 at 7PM

Details concerning this event will be forwarded to you in September and tickets will go on sale on October 1.

The winners of the draw will be published on our web site.

On the Home Page, click top right on Fundraising. On the Fundraising page, click top left on 2009-2010 Prize Winners.

We wish to thank Mr. Grant S. Fabes for the English version of this 2009-2010 L'Auto Cadet Guide.



**PLEASE READ CAREFULLY
REWARDS FOR CADETS AND SQUADRONS
AND COMMISSION RATES**

Commissionable tickets (starting at 20.1 tickets/cadet) = 70%
REGULAR TICKETS SOLD + PAID LOST TICKETS

Commissionable tickets (starting at 25.1 tickets/cadet) = 80%
REGULAR TICKETS SOLD + PAID LOST TICKETS

Commissionable tickets (starting at 38.1 tickets/cadet) = 90%
REGULAR TICKETS SOLD + PAID LOST TICKETS

Commissionable tickets (starting at 50.1 tickets/cadet) = 100%
REGULAR TICKETS SOLD + PAID LOST TICKETS

Squadrons' commissions have been increased significantly. It is the responsibility of each squadron to find the best programme/gift to motivate its cadets. The League will no longer provide gifts.

RECEIVING TICKETS

UPON RECEPTION, PLEASE VERIFY THE NUMBER OF TICKETS AS INDICATED ON THE INVOICE. (Any discrepancies must be reported within 10 days of delivery).

ADVERTISING

Posters

Thermometers, showing sales levels, are available from the League Office.

Your GM Chevrolet dealer may lend you the Malibu and the Aveo.

LEAGUE OFFICE

Tel.: 1-800-681-8180 extension 6064, or 450-358-7698

Fax: 450-358-7689

E-mail: permanence@cadets-air.qc.ca

Address:

AIR CADET LEAGUE

205 boul du Séminaire SUD

St- Jean sur Richelieu (Quebec)

J3B 8E9

SQUADRON AWARDS

CALCULATION PER SQUADRON 2009-2010

THE METHOD OF CALCULATING L'AUTO-CADET FOR AWARDS

EXAMPLE

**50 TICKETS PER CADET LESS THE PROVINCIAL AVERAGE
(38.4 IN 2008-2009)**

$$50 - 38.4 = 11,6$$

114.6 DIVIDED BY 2 = 5.8 DIFFERENCE BETWEEN THE CATEGORIES

SALES AVERAGE OF:	55.8	PLATINUM MEDAL
SALES AVERAGE OF:	50	GOLD MEDAL
SALES AVERAGE OF:	44.2	SILVER MEDAL
SALES AVERAGE OF:	38.4	BRONZE MEDAL

If the 2009-2010 campaign is financially successful, the 3 best cadet salespersons, in each squadron that provides their names, will be eligible for a monetary reward and all will receive a certificate of honour.

**L'AUTO CADET CAMPAIGN ENDS
FEBRUARY 10, 2010**

**SQUADRON CADET/TICKET AVERAGE =
SOLD TICKETS + PAID LOST TICKETS**

RULES

You must return, to the League Office **all tickets sold** for the Draw along with the money collected during the term of the Campaign. All tickets sold or unsold must be returned to the League Office, at the latest, **15 DAYS** before the Draw date, which is **February 10, 2010**. Squadrons must pay for any lost tickets.

Sales period: Beginning October, 2007 you must complete a sales report (Annex A) for each ticket return and forward it with the tickets sold, along with a cheque corresponding to the number of tickets sold, and dated on the delivery date. **We strongly recommend that your lottery deposits be separate from all others, in order to help in maintaining an accurate record of your L'Auto-Cadet revenue.**

For security reasons, we suggest that you return your tickets via **PUROLATOR** courier. You **MUST CALL THE** League Office for the account number and then you will be billed (**The delivery cost will be much lower**) by the League Office according to the number of deliveries. If you prefer, you may deliver them in person to the League Office, during regular office hours.

IMPORTANT: Carefully fill in the return form specifying the **SENDER** (Squadron Number) and the **Destination** (League office). If you use our **PUROLATOR** Number, advise the League Office for every parcel you send. Do not take the insurance; use regular delivery. Never use 'puro-pack' to send parcels. If you do not follow this procedure, you will be billed regular Purolator charges.

LEAGUE OFFICE :

**AIR CADET LEAGUE
205 boul du Séminaire SUD
St-Jean sur Richelieu, QC
J3B 8E9**

SALES SUGGESTIONS

Take advantage of the start of the training year to launch your L'AUTO-CADET Campaign.

Provincial Blitz: We suggest September 26 and 27, 2009 - each region is free to choose a more suitable date.

Insurance for Volunteers: a list of the volunteers who participate in a L'Auto Cadet fundraising event must be sent to the League by Fax or E-mail prior to or on the day of the event in order for the League's insurance coverage to be in effect. Also, please verify the validity of the driver's license of any volunteer transporting cadets.

**Quebec Automobile Insurance Association (SAAQ)
(1-800-361-7620)**

Here are some suggestions to help you and exceed your objectives.

- Ø Assign someone to be in charge of the Lottery (this person must have the time available)
- Ø Parent information evening - present the annual budget and request their collaboration in buying or selling the 50 tickets
- Ø Ticket sales in shopping malls, flea markets, etc.
- Ø Present the budget to the Cadets including their goals
- Ø Sales amongst parents, relatives, friends, teachers, etc.
- Ø Disclose the money or services obtained by the Sponsoring Committee
- Ø Begin ticket sales as soon as you receive them in September
- Ø Establish a weekly follow-up procedures
- Ø Establish a follow-up procedure for any cadet absent two consecutive weeks to help to avoid lost tickets/money
- Ø Do not distribute tickets to cadets for whom you do not have contact information
- Ø End the Campaign by **February 10, 2010**
- Ø Pair a good selling Cadet with one that has more difficulty
- Ø Set weekly and overall goals and announce them every week on parade
- Ø Encourage Officers, Civilian Instructors, Sponsoring Committee members and parents to also sell tickets.

SALES SUGGESTIONS (Cont'd)

Here are more suggestions to help you meet and exceed your objectives.

- Ø *Post a chart displaying the sales by senior cadets*
- Ø *Post information on the result of L'Auto Cadet sales: purchase of planes, overhaul of motors, squadron commissions, etc.*
- Ø *Organize competitions between Flights*
- Ø *Respect commitments made with the Cadets at the beginning of the year in regards to their sales and rewards*
- Ø *Be present in shopping malls*
- Ø *Make advance arrangements for the door- to- door sales. Prepare the route in advance with the volunteers needed for this event*
- Ø *Respect commitments made with owners of points of sale.*
- Ø *Create a 100 Club and identify the Cadets on parade*
- Ø *Create a 200 Club where a prize will be awarded*
- Ø *Enjoy working together to achieve the goals set*
- Ø *If a squadron wishes to purchase tickets for the benefit of the squadron, we strongly suggest that the Sponsoring Committee included a motion in its Minutes listing the name of the designated squadron representative, whose name will be entered on the ticket stub, and also indicating the choice and usage in the event of prizes being won.*
- Ø *You are invited to make use of the Suggestion Box on our Web site if you have other suggestions that you would like to share.*

In summary:

CONGRATULATE, MOTIVATE, EMPHASIZE EFFORTS AND GIVE REWARDS

PREPARING CADETS FOR A BLITZ

It is very important to prepare your cadets prior to a blitz. Successful blitzes can allow your cadet to sell an average of 25 tickets in a day or more. At this level, your squadron's objectives could be reached in only a few weeks.

Some tips to help you prepare your cadets:

1. Show a Positive and Determined Attitude

A financing campaign requires a lot of work from all involved, and some may be challenged to motivate themselves. It is critical for the organizer to welcome all participants with a smile and a word of encouragement. Tell the cadets that you are there to help them, that the day will go quickly and that they, and you, will be proud of the results at the end of the day.

2. Explain Why

Refer to the previous page in this guide, as well as your local budget, to explain the importance of the financing campaign and where how the money will be used for them. Explain that some other form of financing, such as chocolate bar drive, requires a lot more organization without producing better results. Also the ticket is very good publicity as many will keep theirs on their fridge door.

3. Establish an Objective

With an objective, it will be easier to motivate the cadets because they can see an end to their work. They should also understand that sometimes, the result in the afternoon is much better than in the morning.

4. Pair Senior Cadets with Junior Cadets

To help the new recruits who may not have experience in such activities.

5. Show Them How to Introduce Themselves

With some senior cadets, create a sketch to illustrate dos and don'ts.

6. Organize Friendly Competitions

Some competition may be helpful to motivate the cadets, especially if the prize is highly visible. It does not have to be expensive; a mega sandwich shared between the team members, in front of all other cadets is a winner.

7. Provide the Cadets with Tools

You can provide a small clipboard that the cadet can use to hold the tickets, with a summary of the messages to use and a large picture of the car prize on the back.

8. Offer Breakfast, Lunch or Some Other Small Gift to All Participants

Sadly, some cadets don't eat breakfast before going to an activity. A continental breakfast can be shared with all the participants to start the day on a happy note. It will also give you time to finalize the teams and verify drivers' licences.

CADET REWARDS SUGGESTIONS

Ø REWARD CADETS WITH A POINT SYSTEM AND ALWAYS EMPHASIZE THEIR EFFORTS WHILE ON PARADE

Examples:

50 tickets/cadet = a pin or free canteen tickets

Best Flight/Section seller = annual trophy

Best Squadron/Region seller = plaque

Emphasize cadet sales by presenting certificates on parade:

30 tickets/cadet = bronze

40 tickets/cadet = silver

50 tickets/cadet = gold

60 tickets/cadet = platinum

70+ tickets/cadet = double platinum

Don't forget to sell with a smile: it is harder to refuse.

Be Ambassadors for the Air Cadet Movement and do your recruiting at the same time.

Look for ways to motivate SENIOR Cadets to sell tickets. They are often the ones who profit the most.

- 1) In Cadet evaluations, include participation in the Fund Raising Campaign***
- 2) Display sales results***

On Blitz days, one way of motivating your teams is to buy them lunch.

Examples: pizza slices, hot dogs, hamburgers. It is simple and inexpensive.

BE INNOVATIVE and LET OTHERS KNOW

You are invited to make use of the Suggestion Box on our Web site if you have other suggestions that you would like to share.

TICKET RETURN

SOLD TICKETS

PLEASE: Commissionable tickets must be wrapped with elastics in bundles of 25. They need not be in numerical order.

For example: if you are returning 264 tickets, make 10 bundles of 25 and one bundle of 14 tickets and write the quantity on the top stub or on a piece of paper. Your cheque must be included with the returned tickets. **Personal cheques will not be accepted.** Sold tickets will not be accepted after **February 10, 2010** and will be treated as lost tickets. Lost tickets are considered as sold tickets and must be paid for.

- . NEVER underline or write on sold tickets
- . NEVER return an uncompleted sold ticket
- . NEVER repair a ticket with scotch tape – annul this ticket and provide another to the client; the League will consider the damaged ticket (return to the office) as unsold.

UNSOLD TICKETS

All unsold tickets must be returned in bundles of 25. (Not necessarily in numerical order). If there are less than 25 tickets, write the exact quantity on the bundle. Remittance to the Squadrons will be made as soon as possible after the tickets and money are received, **with the exception of the last two weeks, when remittance will be made within a reasonable delay.**

REQUESTS FOR ADDITIONAL TICKETS

Squadrons who exchange tickets amongst themselves MUST ABSOLUTELY advise verbally, AND in writing, on the same day the transfer is made, either by fax or e-mail, the League Office and the Regional Lottery representative, in order to avoid any accounting errors. A squadron requesting additional tickets must have previously made a reasonable return of sold tickets, along with the accompanying remittance cheque.

The sold tickets will be charged to the borrowing squadron and not to the lending squadron (Annex B)

THE LEAGUE OFFICE:

**AIR CADET LEAGUE
205 boul du Séminaire SUD
St-Jean sur Richelieu, QC
J3B 8E9**

TELEPHONE: 1-800-681-8180 extension 6064 or 450-358-7698

FAX: 450-358-7689

E-MAIL: permanence@cadets-air.qc.ca

REGIONAL REPRESENTATIVES 2009-2010

Following a meeting of the Provincial Lottery Committee, it was recommended that Regional Representatives should be named in order to motivate squadrons and to explain to them the importance of this Fund-Raising Campaign.

The following is a list of Regional Representatives:

	<i>NAME</i>	<i>TELEPHONE</i>	<i>EMAIL</i>
<i>ABITIBI</i>	<i>ROGER DIONNE</i>	<i>(819) 824-3241</i>	<i>rdionne@cablevision.qc.ca</i>
<i>BAS ST-LAURENT</i>	<i>ANDRÉ DORÉ</i>	<i>(418) 724-2147</i>	<i>adsry@globetrotter.net</i>
<i>MONTREAL EAST</i>	<i>ANDRÉ DAVIAU</i>	<i>(514) 626-4025</i>	<i>carl.daviau@videotron.ca</i>
<i>ESTRIE/BOIS-FRANC</i>	<i>GILLES FILTEAU</i>	<i>(819) 752-1396</i>	<i>louisettegarand@hotmail.com</i>
<i>LAURENTIANS</i>	<i>GILLES MITCHELL</i>	<i>(450) 224-9705</i>	<i>diane-gilles@videotron.ca</i>
<i>LAVAL-NORTH SHORE</i>	<i>FRANCOIS VALIQUETTE</i>	<i>(450) 689-2082</i>	<i>valiquettef@port-montreal.com</i>
<i>MAURICIE</i>	<i>PIERRETTE TRUDEL</i>	<i>(819) 538-3630</i>	<i>p_bousquet@sympatico.ca</i>
<i>WEST ISLAND</i>	<i>JOHANNE DUFORT</i>	<i>(514)595-3653</i>	<i>johandufort@yahoo.ca</i>
<i>and</i>	<i>DELLA ROBERTSON</i>	<i>(514)659-9820</i>	<i>holyhouse330@hotmail.com</i>
<i>QUÉBEC</i>	<i>MICHÈLE POIRÉ</i>	<i>(418) 338-5927</i>	<i>mpoire@cgocable.ca</i>
<i>MONTÉRÉGIE</i>	<i>JACQUES PATENAUDE</i>	<i>(450) 651-1956</i>	<i>jacques643@videotron.ca</i>
<i>SAGUENAY</i>	<i>ANDRÉ MAUGER</i>	<i>(418) 748-2286</i>	<i>mauger1949@lino.sympatico.ca</i>
<i>OTTAWA VALLEY</i>	<i>EDMOND LANTHIER</i>	<i>(819)771-0317</i>	<i>lanthier.edmond@videotron.ca</i>

SALES REPORT 2009-2010

ANNEX A

SQUADRON: _____

DATE _____ / _____ / _____
DAY MONTH YEAR


1) **REGULAR SOLD TICKETS: (commissionable)** _____

2) **PAID LOST TICKETS: (commissionables)** _____
+

3) **TOTAL NUMBER SOLD TICKETS (1+2) commissionable** _____ X 3\$ _____

 **AMOUNT DUE;** \$ _____

4) **NUMBER OF UNSOLD RETURNED TICKET** _____

 **2 SIGNATURES:**

1) _____
Sponsoring Committee member

2) _____
Sponsoring Committee member

Contact person: _____
(Please print))

TELEPHONE: () _____ - _____

PLEASE RETURN THIS FORM AND REMITTANCE CHEQUE TO:

AIR CADET LEAGUE
205 Boul. du Séminaire SUD, St-Jean sur Richelieu, QC J3B 8E9
1-800-681-8180 poste 6064 ou 450-358-7698 poste 6064,
fax: 450-358-7689

