

Love Cards monthly report for January 2007

Dear All,

In total we now have 17 places selling love cards, and more places are about to join us. In January you raised a total of \$568, which is very impressive considering it being the first month of operation. Siem Reap Book Centre had the highest number of sales in January, they sold a total of 88 cards. Well done! Others have been doing very well too.

We have, however, had some small issues with a few places, and we realize it's important to give out better instructions on how market and sell the cards.

During next month we will work to provide the following to improve sales:

1. Information about the beneficiary schools involved
2. Better market and sales instructions for employees
3. Marketing material

In addition, there have been isolated problems with cards going missing. These may be caused by either:

1. Guests mistakenly taking cards without paying, mostly because they think the cards are free, but occasionally because they are left unattended.
2. Employees accidentally forget to register sales and/or collect money to Love Cards.

To reduce this problem we suggest the following:

1. Make sure the employees understand that selling Love Cards is for a good cause and that loss or missing money has consequences for the Hotel
 2. Make sure cards are placed on the reception where they can be attended by staff
 3. Make sure employees use our sales registration form (will be provided)
 4. Make sure all guests receive a receipt of purchase (will be provided)
- For those of you that aren't already registered at World Hotel Link, we will assist by bringing registration sheets and help to register.
 - For those not already participating in the White Bicycle project, we still have opening for a few more. The White Bicycle Project provides free bicycles for rent at \$2 and conduct service and maintenance. The income goes to charity.
 - We have one opening for a collection box. Please contact Ken for further details.

Good Luck in February,

Yours sincerely,

Ken Oishi