

# Brick by Brick Campaign

## FAQ Sheet

### **Why are we selling name-engraved bricks?**

Selling enough 4" x 8" bricks, laser-engraved with people's names, at \$125 each, to fill a 2,500 sq. ft. area, will raise a substantial portion of the overall goal of Ironstone Farm's Capital Campaign. Further, it will create opportunities for many more people to make manageable donations to Ironstone.

### **Where will this plaza be installed?**

Ironstone expects the plaza to be installed across the parking lot from the large indoor riding arena. This will allow for easy access and visibility for all riders and their family members who drop them off for therapy and lessons.

### **What is time frame of the Brick by Brick Campaign?**

The campaign is expected to run for two years after the start date of Valentine's Day, Feb. 14, 2015. Ironstone has already received a firm price commitment for the brick required, which includes a safe, secure, suitable storage area for the bricks in Wilmington until they are installed. The brick price and storage commitments (including delivery) extend through the full length of the brick campaign.

### **How do I actually write an order for one of these "pre-sale" bricks?**

Use the order form(s) available online (<http://ironstonefarm.org/brick-campaign>) and at Ironstone Farm in Andover, Mass. Note that there is one form for a brick with clip art and another form for bricks without clip art. Directions are listed on the order forms. If in doubt at any step in the process, or if you have any questions at all about the Brick by Brick Campaign, please feel free to call Pete Soucy at (603) 930-9336. (Leave a voicemail if he does not pick up, and he will return your call as soon as possible.)

### **What do the bricks look like?**

Samples of the bricks are available on the [ironstonefarm.org](http://ironstonefarm.org) website.

### **Can people order other size bricks or clip art that is not shown in the booklet?**

Unfortunately, no. It will be impossible to manage variations from the norm in a campaign of this magnitude, over this length of time.

### **Right now, how do I place my order & pay for the brick(s) I want to order?**

- Please fill out a separate order form for each brick ordered.
- Payments can be made by cash, check or credit card.
- When returning forms and payments, include a memo or put the materials in an envelope that says "c/o Brick by Brick Campaign". Or scan a completed form and email the pdf to [ironstone@surglobal.net](mailto:ironstone@surglobal.net) with "brick order" in the subject line of the email.
- Checks should be made payable to our nonprofit organization "Challenge Unlimited, Inc."
- Cash can be accepted at our Welcome Center, next to the main parking lot.
- Payments can be mailed to Ironstone Farm or delivered in person at our Welcome Center.
- When mailing, address the envelope to: Ironstone Farm, Brick by Brick Campaign, 450 Lowell St., Andover MA 01810.