

## 2009 ESTHER Banquet Ad Sales Procedures

### 1. Prepare!

- Review information about the banquet (Sunday December 6<sup>th</sup> at 5pm), ad sales procedures and deadlines (Ads are due October 15<sup>th</sup>).
- Prepare materials for each contact. Include a cover letter, copy of the 2008 program booklet, membership form, ad guide (price/size) sheet and donation form.
- Be familiar with website.

### 2. Sell the Ad!!

- Thank donor.
- Checks are payable to ESTHER.
- Explain that receipt will be sent for tax purposes before Jan. 15<sup>th</sup> 2010.
- Remind the ad buyer that the artwork for the ad must be received by Oct. 15th, 2009. Email the artwork to Nicole Hull ([nhull@yahoo.com](mailto:nhull@yahoo.com))
- Ad copy should be submitted in digital form.
  - JPG format files are preferred; however, we can work with PDF files.
- There have been times that ad buyers wanted us to put together art for them. Nicole can do this, but not after October 15th, 2009.

### 3. Additional Promotion of ESTHER

- Ask if they receive or are interested in the ESTHER electronic newsletter. Indicate area of donation form to check.
- Inform and or remind about new website. [www.esther-foxvalley.org](http://www.esther-foxvalley.org)

### 4. Tracking of your sale!

- Insure donation form is complete with your information on bottom.
  - **CONTEST..... Prize for most new ads and/or ad size upgrades!**

### 5. Share your good news!

- E-mail [nhull@yahoo.com](mailto:nhull@yahoo.com) each day a sale is made. Include the name of the buyer and or company/organization, size /cost of the ad.
- List of sales will be compiled and shared with Banquet committee and periodically with ad sales team.

### 6. Show us the money!

- The completed donation form and any monies collected need to be delivered, or mailed, weekly to ESTHER: 140 South Green Bay Road, Neenah, WI 54956.
- ESTHER Admin, Marcia, will initially document ad sales via a spreadsheet Google document. She will also deposit checks from ad sales.
- Diane Putzer will track money received. She will email the Banquet Committee a list of all sales indicating what money has been received and what is outstanding prior each board meeting.
- After October board meeting, the ad seller will then follow up with the ad buyer with payment outstanding to remind them about the deadline for payment is November 15<sup>th</sup> 2009.

### 7. Follow up with Advertisers:

- **Thank** your ad buyers.
- Invite them to the banquet.
- Make sure each buyer receives a copy of the 2009 Ad Book.

### 8. Special note on ad congregational ads:

Each ESTHER congregation bringing their dues payments current for 2009, will receive a 1/8 page (business card size) in the 2009 banquet program booklet free of charge. If the congregation wishes to upgrade to a larger ad, the cost of that ad will be discounted by \$50.