

## **2011 ESTHER Banquet Ad Sales Procedures**

### **1. Prepare!**

- Review information about the banquet (Sunday, November 13<sup>th</sup>), ad sales procedures and deadlines
- Prepare materials for each contact with:
  - Cover letter
  - Copy of our 2010-2011 ESTHER program book, in case they want one
  - Ad Order Form with contact information, pricing, and layout diagram
- Ad sales forms and cover letters will be available under the resource section on the ESTHER website; [www.esther-foxvalley.org](http://www.esther-foxvalley.org)

### **2. Sell the Ad!!**

- Start by listening. How are they doing? What are they excited about?
- When you speak of ESTHER, speak from your heart and speak with enthusiasm
- We not asking for charity but rather an investment in our community and the good work of ESTHER.

### **3. Specifics...**

- Checks are payable to ESTHER
- Remind the buyer that artwork for the ad must be received by September 30<sup>th</sup>, 2011
- Ads should be sent electronically in JPG, JPET, TIF or PDF format and should be emailed to Sara Companik at [scompanik@yahoo.com](mailto:scompanik@yahoo.com)
- There have been times that ad buyers wanted us to put together the artwork for the ad. We can do this, but we need a notice no later than September 15th

### **4. Keep track of your sale!**

- Make sure the order form is complete, write your name in on the Lead Contact line at the bottom of the page

### **5. Share your good news!**

- Email Sara Companik ([scompanik@yahoo.com](mailto:scompanik@yahoo.com)) when you have made a sale and when you make a new contact. Include the name of the buyer, the company/organization, and the size and cost of the ad.
- List of sales will be entered into a Google Document for the banquet planning team to monitor and share progress with the board

### **6. Show us the money!**

- The completed order form and funds should be mailed to ESTHER: 140 South Green Bay Road, Neenah, WI 54956
- Michele Rupp will enter sales into the database and update the Google Document
- Cheryl Riessman will deposit funds into the ESTHER bank account
- Seller will follow up with ad buyer to send payment to ESTHER by September 30th

### **7. Follow up:**

- **Thank** your ad buyers
- Invite them to the banquet
- Make sure each buyer receives a copy of the 2011-2012 Ad Book

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

Each ESTHER congregation bringing their dues payments current for 2011 will receive a 1/8 page (business card size) ad in the 2011 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.