

2016 ESTHER Banquet Ad Sales Procedures

1. Prepare!

- Review information about the banquet, ad sales procedures, and deadlines
- Prepare materials for each contact with:
 - Cover letter
 - Copy of our 2015-2016 ESTHER program book, in case they want one
 - Ad Order Form
- All documents needed for ad sales will be available under the “Resources” tab on the ESTHER website: 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 are not asking for charity but rather an investment in our community to bring about greater equity and justice through the good work of ESTHER.

3. Specifics...

- Checks are payable to ESTHER.
- Remind the buyer that artwork for the ad must be received by October 3rd, 2016.
- Ads should be sent by email in JPG, JPEG, TIF or PDF format and should be emailed to estheradvertising@gmail.com
- There have been times when ad buyers wanted us prepare the artwork for the ad. We can do this, but we need to be notified no later than September 20th.

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 the Ad Manager at estheradvertising@gmail.com when you have made a sale and/or when you make a new contact. Include the name of the buyer, the company/organization, the size and cost of the ad, and if they paid you.

6. Taking Care of Payment

- The completed order form and funds should be mailed to ESTHER PO Box 784 Neenah, WI 54957.
- If you are handed payment, deliver payment with the order form to Paul Siket or mail the document and the check to the ESTHER office.
- The Ad Manager will enter sales into the tracking database.

7. Follow up

- Thank your ad buyers.
- Invite them to the banquet.
- Make sure each buyer receives a copy of the new 2016-2017 Ad Book, thank you letter, and invoice (if needed)

8. Special note on congregational ads:

Each ESTHER congregation that is up to date with their dues payments for 2016 will receive \$50 discount on their ad.