

2017 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 2016-2017 ESTHER program book, in case they want one
 - Ad Order Form
- All documents needed for ad sales are available under the “Resources” tab on the ESTHER website: <http://esther-foxvalley.org/content/resources>

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 for 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, 2017
- 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 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 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
- Ad Manager will enter sales into the database

7. Follow up

- Thank your ad buyers
- Invite them to the banquet
- Make sure each buyer receives a copy of the new 2017-2018 Ad Book, thank you letter, and invoice (if needed)

8. Special note on congregational ads:

Each ESTHER congregation up to date with their dues payments for 2017 will receive \$50 discount on their ad.