

## **2018 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 (you can download and personalize the cover letter if you wish – see below)
  - Copy of our 2017-2018 ESTHER program book, in case the contact wants one
  - Ad Order Form
- All documents needed for ad sales, including the cover letter in Word format, are available under the “Resources” tab on the ESTHER website: [esther-foxvalley.org](http://esther-foxvalley.org)

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

- *Goal:* Contact new businesses this year, especially those with minority ownership or employees.
- 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 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 3, 2018.
- Ads should be sent by email in JPG, JPEG, TIF or PDF format and should be emailed to [estheradvertising@gmail.com](mailto:estheradvertising@gmail.com)
- There have been times when ad buyers wanted us prepare the artwork for the ad. We can do this, but we will need to be notified no later than September 20.

### **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](mailto: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 Francisca (Paqui) or mail the document and the check to the ESTHER office.
- The Ad Manager will enter sales into the tracking database.

### **7. Follow up**

- Send a personal thank-you note to your ad buyers.
- Invite them to the banquet.
- Make sure each buyer receives a copy of the new 2018-2019 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 2018 will receive \$50 discount on their ad.