

2020 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 2019-2020 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

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 to be made payable to ESTHER, not to the person soliciting the ad.
- Remind the buyer that artwork for the ad must be received by October 9, 2020.
- Ads should be sent by email in JPG, JPEG, TIF or PDF format to estheradvertising@gmail.com
- Sometimes ad buyers ask ESTHER to prepare the ad artwork. In order to do this, the ESTHER office needs all information no later than September 18.
- This year, for the first time, ads will also be displayed on the ESTHER website until the 2021 banquet. Be sure to note this addition and ask the advertiser to check the box to give permission.

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 Francisca (Paqui) or mail the form and the check (payable to ESTHER) 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 attend the 2020 (virtual) Banquet.
- Each buyer will receive a link to the 2020-2021 Ad Book, thank-you letter, and invoice (if needed) following the Banquet.

8. Special note on faith community ads:

Each ESTHER congregation that is up to date with their dues payments for 2020 will receive a \$50 discount on their ad.