

## **2021 ESTHER Banquet Sponsorship Contact Procedures**

### **1. Prepare!**

- Review information about the banquet, sponsorship procedures, and deadlines.
- Prepare materials for each contact with:
  - Cover letter (you can download and personalize the cover letter if you wish – see below)
  - Sample pages from 2020-2021 ESTHER program book, in case the contact wants to see them. (Download sample pages from the online book available at: <https://esther-foxvalley.org/yearbook2021>) **Please note:** for 2021-2022, the ESTHER yearbook will be printed.
  - Sponsorship Order Form
- All documents needed to solicit sponsorships 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, not to the person soliciting the sponsorship.
- Remind the donor that artwork for the sponsorship must be received by October 1, 2021.
- Ads should be provided electronically in JPG, JPEG, TIF or PDF format. Send sponsorship files to [estheradvertising@gmail.com](mailto:estheradvertising@gmail.com)
- There have been times when sponsors wanted us prepare the artwork for the notice. We can do this, but we will need to be notified no later than September 20.

### **4. Keep track of your orders**

- Make sure the order form is complete, and write in your name as Lead Contact 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 donor, the company/organization, the size and cost of the notice, 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 order 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 sponsors.
- Invite them to attend the 2021 banquet on November 7.
- Make sure each donor receives a copy of the 2021-2022 Yearbook, thank you letter, and invoice (if needed) following the Banquet

### **8. Special note on faith community sponsorships:**

Each ESTHER congregation that is up to date with their dues payments for 2021 will receive \$50 discount on their sponsorship.