

February 15, 2011

Danvers Parents for Music Education

Please use the below script as a guideline for Ad Book Sales. For this fundraiser we are asking **Parents only** to approach Local Businesses.

In order to avoid calling upon the same patron more than once for the same fundraiser we are asking that you confirm with Liz Conrad the businesses that you wish to contact.

Liz can be reached at liz.conrad98@gmail.com NOTE: If you find yourself at a business and wish to obtain immediate approval please call Liz Conrad at 617-285-0289. We will make every attempt to accommodate these on the spot requests!

Approaching a Merchant:

Please prepare one sales package for each business you intend to call upon.

Sales package includes:

Informational letter, Ad book Size chart, Order Form.

Introduce yourself as a member of the Parents for Music Education and explain that we are launching a new fundraiser for 2011. Ask them if they have a minute to review the Informational letter on this years fundraising choices for the Music Program in Danvers.

If no but they are willing to look at it later then leave them with the sales package. Ask them when you can follow up with them and by what method. Some people prefer to manage this type of transaction via email.

If they say yes then present them with the sales package and offer to review the letter with them.

Emphasize the value of placing an ad in a book that will be seen throughout the year by at least 2,000 people and emphasize how PME families are very loyal to local patrons that support the Music Programs in Danvers.

If the merchant says yes they would like to purchase an ad then talk them thru the size, price and ask them if they have established artwork. NOTE: Business cards are accepted and will be priced as a quarter page ad. They will be sized to fit.

If the merchant wishes to become a sponsor for the Golf Tournament ask them for their contact information and then notify Liz Conrad.

I have a merchant that wants to place an Ad with the Danvers Parents for Music Education. Now what?

There are a number of ways to finalize the ad and get the paperwork completed.

1. The merchant can provide you with the artwork and payment (check) immediately. Complete the order form and detach the bottom for their records!
2. The merchant can email the artwork, order form and mail the check to the below address.

Email addresses: cjordan04@msn.com and liz.conrad98@gmail.com.

Mail to Danvers PME Attn: Ron Parsons, Danvers High School, 60 Cabot Street Danvers, MA.

Artwork needs to be camera ready. It should be crisp and clear. Certain colors become difficult to scan and become muddy grey. We will do our very best to accommodate all artwork.

Finally it almost goes without saying we must be polite, patient and thank every Danvers merchant whether or not they agree to help us out!