



“Make the Best Better”

SUGGESTIONS TO PROMOTE YEARBOOK AD SALES



- * We encourage members to get help from their parents in selling
 - * Ask club leaders for specific suggestions of where to solicit for ads. Leaders could divide the club into particular sales “territories”. This provides a more thorough solicitation and more total sales!
 - * Concentrate on neighborhood and small businesses as they usually have more freedom to buy ads than do mall chain stores. Always take an adult with you when soliciting.
Remember, safety first!
 - * We encourage members to make their “usual” sales first and to contact businesses/people they are familiar with. This is when the parents’ use of “contacts” can be beneficial.
 - * **We emphasize the importance of members NOT going to advertisers who purchased an ad from another member last year. This has happened in previous campaigns. Please take time to look over the enclosed list to prevent it from happening again. The Ads a member secured the previous year are their ads to go and secure again.**
 - * **Any businesses not listed on last years “Ads Sold By” list are available for you to approach to be an advertiser.**
1. Members should make sure they contact the advertisers who bought from them last year.
 2. To increase sales, members should try to sell ads to people/businesses who did not buy an ad from anyone last year.
 3. If you know someone is no longer in 4-H, but sold ads last year, contact the 4-H Office at 625-0056 to find out if those ads are available.
- * We remind members to wear 4-H pins, 4-H shirts, etc. when selling ads and to show the explanatory letter to potential advertisers; especially to prospective purchasers of large ads.
 - * Try to get family members and friends to contribute as “Friends of 4-H or sponsors.”
 - * If a business does not want to purchase a \$25 display ad, encourage them to become a sponsor for \$5.
 - * Extra supplies of ad order forms, etc. are available from the 4-H Office or online at www.rutgers-atlantic.org. Look under 4-H Upcoming Events.
 - * If you need to check with the 4-H Office to see what advertisers have mailed their ads in, please ask for Lori or email her at jurasik_lori@aclink.org.

All completed ad forms and money must be returned to the 4-H Office by the date of May 13th to be eligible for Yearbook Awards and credit.