

March 1, 2013

2013 4-H YEARBOOK AD SALE CAMPAIGN

Dear 4-H Club Leader:

Enclosed is information you will need for the 2013 Yearbook Ad Sale Campaign. Please read the information carefully and discuss the ad campaign at your next club meeting. Packets are enclosed for you to distribute to your members.

Atlantic County 4-H has only a few major countywide fundraising events during the year. The yearbook ad sale is very important and serves three purposes:

- *To produce the Atlantic County 4-H Yearbook, which aims to promote the county 4-H Youth Development Program and give recognition to the 4-H members and volunteers involved*
- *To provide a means for 4-H members to defray the cost of attending 4-H activities like 4-H Summer/Winter Camp, South Jersey Teen Conference, or any other 4-H event; to help pay for club insurance, etc.*
- *To help support the 4-H Fair Association and the 4-H Center and Fair—which is supported by the Fair Association*

Club Summaries and Photos Needed for the Yearbook!

Whatever your club is doing, be sure to let everyone know! We would like every club to furnish a brief summary of their 2012-2013 4-H club activities and a club photo. The photo can be a depiction of an activity your club participated in or just a group photograph. Please submit this information with your ads by **May 15th**. However, the sooner the better! Club summaries and photos can be emailed directly to Navonne at owen@njaes.rutgers.edu.

We need your help to promote this important fundraiser to our 4-H members and their families! If you show your enthusiasm and support, your members will see how important their help is! Let's all work together to make this the best ever!!!

Sincerely,



Navonne M. Owen,
4-H Program Associate

Don't forget about the 2013 4-H Yearbook Contests – see flyer for more details

March 1, 2013

Dear 4-H Members and Parents:

It's time once again for the annual 4-H Yearbook Ad Sale Campaign! This year's campaign, like in previous years, has three main goals:

1. To raise money for the production of the 2013 4-H Yearbook. The yearbook provides recognition for our 4-H members, leaders, and volunteers and helps promote the 4-H Program.
2. To provide a means for 4-H members to help defray the cost of attending 4-H activities—such as 4-H Summer/Winter Camp, South Jersey Teen Conference, or any other **educational 4-H event**.
3. To help support the 4-H Fair Association, David C. Wood 4-H Center, and annual Fair—which is supported by the Fair Association.


Please read through all of the materials contained in this mailing carefully. If you have any questions, don't hesitate to ask your leader or call the 4-H Office at (609) 625-0056. We're counting on a combined effort of all 4-H members, leaders, and parents to make the 2012-2013 Atlantic County 4-H Yearbook one to remember! So, join in the effort and help it to be a success.

Enclosed with this packet you will find the following:

- Procedures for Participating in the Ad Sale Campaign
- Types of Ads and Prices/Ad Sales Awards
- List of Commercial Ads sold in 2011 and 2012
- Letter to Prospective Advertiser(s)
- Forms for "Commercial Ads" and "Friends of 4-H/Sponsors"
- Thank You notes

Additional Ad Sale and Friends/Sponsor forms can be found at the 4-H Center, by calling the office or on the web at www.rutgers-atlantic.org. Look under the 4-H Upcoming Events section.

Sincerely,



Navonne M. Owen,
4-H Program Associate

Don't forget about the 2013 4-H Yearbook Contests – see flyer for more details

DEADLINE for all Ads, Money, and Contest Entries is Wednesday, May 15th!!!

Atlantic County 4-H Yearbook Ad Campaign SALES KIT

Types of Ads

Friend of 4-H – these one-line ads are only \$1; they must only include a first and last name or a family's name and fit on one line. Single, family names may be grouped by twos, but NO MORE! Examples: *Joe and Jane Doe* or *THE DOE FAMILY, Joe and Jane*.

Sponsor Ads – these are also one-line ads, but for \$5. These are for those people or small businesses that can't afford a commercial ad, but would like to support our organization with more than a \$1 donation.

Commercial Ads – these are ads, usually for businesses, that are based on size:

Full Page	-	\$175
Half Page	-	\$90
Quarter Page	-	\$60
1/8 Page	-	\$45
1/16 Page	-	\$25 (limit of 3 lines: name, address, and phone)
Inside Endsheets	-	\$250
Back Cover	-	\$300

Awards

Individual Awards:

Quota Member – any 4-H'er selling at least \$100 in total ad sales will have their names listed in the 4-H Yearbook. In addition, they will receive 20% of the dollar value of their total ads sold and will be credited toward the expense of 4-H Summer or Winter Camp, South Jersey Teen Conference, or any **educational 4-H event**. The maximum credit that can be earned is the current base registration fee of one week of 4-H Summer Camp (\$500). **This credit must be used within one calendar year and is non-transferable. Credit earned in 2013 must be used by March 1, 2014.**

Top Salespersons – a \$50 check will be awarded to the member who sells the highest dollar amount of total ads. However, a member must sell a minimum of \$300 of total ads to be eligible. A \$25 check will be awarded to the member who sells the highest dollar amount of "Friend of 4-H" and Sponsor ads combined. A member must sell a minimum of \$75 of these ads to be eligible.

Yearbook Committee Award – A \$25 check will be awarded to the 4-H'er who sells the highest number of **NEW** commercial ads (ads never seen in yearbook before!), but a minimum of \$100 of total ads must be sold to be eligible.

Token Sales Awards – all members who sell ads are eligible for a random drawing for a 4-H gift.

Club Awards:

Quota Clubs – 4-H clubs with an average sale of \$50 or more per member will have their names listed in the 4-H Yearbook.

Top Selling Club – the 4-H club with the highest average dollar amount of ads sold per member will be listed in the Yearbook and have its name engraved on the Yearbook plaque.



PROCEDURES AND TIPS

List of Commercial Advertisers from 2012 – enclosed is a list of ads that were sold last year and who sold them. **DO NOT** solicit for any ads from a business that someone else sold to in 2012, unless you know that that particular person is not selling again this year. **DO try to approach new businesses that are not on the list.**

Start your sales campaign immediately. Set aside a particular day, or part of a day, that you can devote to soliciting. Keep a list of those people and businesses you want to visit, and keep track of where you've already been! Perhaps your parent(s) can help by asking at work. Make sure to you take an adult with you when approaching businesses and individuals.

When you are out selling, wear a 4-H t-shirt or pin to help identify you as an Atlantic County 4-H member.

Take a copy of the 2012 4-H Yearbook along with you. This helps to explain to prospective advertisers what their ads will look like and can possibly turn a non-buyer into a buyer! (Copies are available at the 4-H Office.) Also, during the Fair be sure to pick up enough copies of the 2013 yearbook to give to your advertisers after the Fair.

Make sure you give a **"THANK YOU FOR SUPPORTING ATLANTIC COUNTY 4-H"** thank you note to your customer. This will help ensure that the advertisers and supporters know they are appreciated by 4-H.

Always be polite—even if you don't make a sale!

If an advertiser wishes to place the same ad as the previous year, simply cut out the old ad and attach it to the ad form.

Advertisers can use business cards and/or emblems as the printer can easily reproduce them. Clear **black and white** photographs can be used, but only in ads that are **¼ of a page or more**. Be sure that all wording is exactly as the advertiser wants it, and make sure that all forms are printed neatly and with correct spelling.

Billing is not a 4-H policy—be sure to secure payment for all ads **at the time of the sale!** Checks are acceptable and preferable, but must be made out to **Atlantic County 4-H Fair Association.**

Banks, department and chain stores, and colleges usually require letters. An introductory letter is enclosed with this information packet. Inquire with the business to whom the letter should be addressed and include an order form. As it may take up to four weeks for a response, mail your letters out early.

Parents, relatives, and neighbors make good "Friend of 4-H" sales, while doctors, dentists, veterinarians, lawyers, etc. make good possibilities for sponsors. All donations are tax deductible.

NO CREDIT will be given if **all information** on the **Commercial Ad** sheet is not filled out completely. This information is not only useful in giving out proper credit, but is also used in the event that a mistake is made in the ad, so that the 4-H Office can double check all information.

NO ONE MEMBER MAY RECEIVE CREDIT FOR A CLUB SPONSORED AD.

ADS SUBMITTED UNDER THE NAME OF MORE THAN ONE PERSON WOULD HAVE THE AMOUNT OF CREDIT FOR THAT AD DIVIDED BY THE NUMBER OF 4-H MEMBERS LISTED ON THE AD.



Atlantic County 4-H Fair Association

6260 Old Harding Highway
Mays Landing, NJ 08330
(609) 625-0056

Dear Friends:

The Atlantic County 4-H Youth Development Program is once again taking orders for advertising in their annual 4-H Yearbook, which is printed in time for the County 4-H Fair in August. The publication contains over 100 pages, which includes photographs and summaries of 4-H activities interspersed with advertisements. One thousand yearbooks will be printed and distributed to area businesses, libraries, offices, schools, etc.

Ads range in price from \$25 for a 1/16 of a page, up to \$175 for an entire page (except for endsheets and the back cover, which cost \$250 and \$300 respectively). The printer can reproduce your business card in black and white or will gladly arrange the copy you submit. Photographs may be included in larger ads, if you supply a good quality black and white print.

If you are not familiar with the 4-H Program, you might be interested in knowing that it's the youth development program of Rutgers Cooperative Extension, an off campus division of Rutgers University—the only university-based youth organization in the United States! It is an informal, hands-on educational program for boys and girls, in grades K-13, that offers variety and flexibility with over 100 project areas. The 4-H motto is "To Make the Best Better!" Check out the Atlantic County 4-H Program on the web at www.rutgers-atlantic.org.

The yearbook will go to the printer in early June. Please contact the 4-H member or volunteer whose name appears below by April 19th. S/He will be glad to give you details about placing an ad and will appreciate your help in making the Atlantic County 4-H Program a success. All ads are due to the office by May 15th.

In 4-H Spirit,

Deborah L. Cole
County 4-H Agent

Navonne M. Owen
4-H Program Associate

Tammy Schaab
Chair, 4-H Yearbook Committee

4-H Member or Volunteer	_____
Address	_____
	_____ Phone _____
4-H Club	_____

"Dedicated to Today's Youth ~ Tomorrow's Leaders"

“FRIENDS OF 4-H” AND SPONSOR ADS

Name _____ Grade _____
 Address _____
 4-H Club _____ 4-H Leader _____

Please return this list and money collected to your 4-H Leader or the 4-H Office.

DEADLINE – MAY 15, 2013

NAME (please print clearly what is to appear in Yearbook)	FRIEND OF 4-H \$1.00 (one name only)	SPONSOR AD \$5.00 or more (list amount donated)
1.		
2.		
3.		
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23.		
24.		
25.		

Make check payable: **Atlantic County 4-H Fair Association**
 (contributions are tax deductible)

NAME (please print clearly what is to appear in Yearbook)	FRIEND OF 4-H \$1.00 (one name only)	SPONSOR AD \$5.00 or more (list amount donated)
26.		
27.		
28.		
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**Atlantic County
4-H Youth Development Program**

“Friends of 4-H” and Sponsor Ads

Hi! I am _____, a member of the _____
4-H Club of Atlantic County. Your contribution as a *“Friend of 4-H”* (\$1) or *Sponsor* (\$5
or more) will help support the Atlantic County 4-H Youth Development Program. In
addition, your name will be listed in the Atlantic County 4-H Yearbook, which is
distributed free during the annual 4-H Fair in August and to local libraries and
businesses.

In 4-H Friendship,

4-H YEARBOOK COMMITTEE

**Atlantic County
4-H Youth Development Program**

“Friends of 4-H” and Sponsor Ads

Hi! I am _____, a member of the _____
4-H Club of Atlantic County. Your contribution as a *“Friend of 4-H”* (\$1) or *Sponsor* (\$5
or more) will help support the Atlantic County 4-H Youth Development Program. In
addition, your name will be listed in the Atlantic County 4-H Yearbook, which is
distributed free during the annual 4-H Fair in August and to local libraries and
businesses.

In 4-H Friendship,

4-H YEARBOOK COMMITTEE

**ATLANTIC COUNTY 4-H
2012-2013 YEARBOOK**

COMMERCIAL ADS

The undersigned hereby contracts for the following ad (check one):

_____	Back Cover Ad (8½" x 11")	\$300
<u>SOLD</u>	Inside Front Cover (8½" x 11")	\$250
_____	Inside Back Cover (8 ½" x 11")	\$250
_____	Full Page Ad (8½" x 11")	\$175
_____	One Half Page Ad (8½" x 5½")	\$ 90
_____	One Quarter Page Ad (4¼" x 5½")	\$ 60
_____	One Eighth Page Ad (4¼" x 2¾")	\$ 45
_____	One Sixteenth Page Ad (4¼" x 1 3/8")	\$ 25

(limit of three lines – name, address, and telephone number)



Make checks payable to:

ATLANTIC COUNTY 4-H FAIR ASSOCIATION
6260 Old Harding Highway
Mays Landing, NJ 08330

Date _____

Name of Advertiser _____ Phone No. _____

Address _____ Size of Ad _____

City _____ State _____ Zip _____ Cost of Ad _____

Authorized Signature _____ Title _____

Ad Secured By _____ 4-H Club _____

_____ Cash Received With Order _____ Check Received With Order

For additional information, call the 4-H Office at (609) 625-0056.

(All information above must be complete to earn credit for the ad by the deadline of **May 15th**)

☐ _____

(Give receipt to Advertiser)

**ATLANTIC COUNTY 4-H YOUTH DEVELOPMENT PROGRAM
2012-2013 YEARBOOK AD SALE CAMPAIGN**

RECEIVED OF _____
(name and address)

\$ _____ for Full 1/2 1/4 1/8 1/16 Page Ad in Yearbook (please circle correct size)
_____ CASH _____ CHECK DATE _____

4-H Member _____

4-H Club _____

DEADLINE FOR ADS IS MAY 15, 2013

COMMERCIAL ADS

(Approximate Sizes)

1/2 PAGE
(5½" x 8½")

1/4 PAGE
(5½" x 4¼")

1/8 PAGE
(2¾" x 4¼")

1/16 PAGE
(1 3/8" x 4¼")
Limit of 3 Lines
Name, Address, Phone Number



“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 15th to be eligible for Yearbook Awards and credit.

Calculating Your Club's Quota of Ad Sales

A Quota Club is a 4-H Club that has an average sale of \$50 or more per member. Your club's quota (Q) can be figured out by multiplying the number of members in your club by 50 (dollars).

$$Q = \$50 \times \underline{\hspace{2cm}} \text{ (# of members in your club)*}$$

The resulting value (Q) is the dollar amount of total ads your club needs to sell to be a Quota Club. This amount is the *minimum* that your club should aim to sell!

(call the 4-H office to find out the number of registered members in your club, so you do not undersell)*

WHY NOT POST THE "THERMOMETER GRAPH" OF PROGRESS TOWARD YOUR CLUB'S QUOTA AT YOUR CLUB MEETINGS? It will help your members visually see what amount they are aiming for. Color the graph in as your sales increase.

Quota \$ (Fill in club's quota amount)

Divide "thermometer" into steps and color them in as your ad sales progress towards your Quota. Divisions could be the dates of your club meetings between now and the deadline of May 15th.

NOTE: Ad sales by 4-H Leaders get added into the total amount sold by the club, but they are NOT included in the count of members in your club. Therefore, sales by leaders can help boost progress of the club towards its quota, and at the same time help increase the success of the ad sale campaign.

Your thoughtfulness

means a lot to us

--More than we can say--

And our warm appreciation comes

With this thank-you note today



**Thank you for supporting
Atlantic County 4-H!**



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