



# Oliver!

## THE AD CAMPAIGN KICKS OFF ON JANUARY 9<sup>TH</sup>

Each year Seton families are asked to participate in the annual Ad Campaign for the Spring Musical's program book. The proceeds from this fundraiser make a significant contribution to the upkeep and development of the school's facilities and operations. The Ad Campaign offers wonderful incentives. Incentives are offered to students, classes, the school as a whole and families. The purpose of the incentive program is to encourage students (and parents) to meet our school goal of **\$80,000.00**. Although the campaign does not "officially" begin until January 9<sup>th</sup> – we encourage everyone to start early and have the ads ready to turn in during the first week of the campaign. There is no extra time at the end of the campaign; so if you need extra time – that extra time is NOW!

### CLASS GOALS

<u>BOYS</u>		<u>GIRLS</u>
\$7,480	12 <sup>TH</sup>	\$6,160
\$5,940	11 <sup>TH</sup>	\$7,040
\$5,940	10 <sup>TH</sup>	\$6,160
\$7,700	9 <sup>TH</sup>	\$7,040
\$7,260	8 <sup>TH</sup>	\$7,040
\$5,940	7 <sup>TH</sup>	\$6,160

### INCENTIVES

- \$25 cash prize for top weekly sales (male or female) during first three weeks only.
- Class "catered" luncheon for the FIRST class who has 100% participation with every student contributing at least \$75.00.
- \$100 cash prize to the student with the highest total contribution collected at the end of the campaign.
- \$50 cash prize to the student with the 2d highest total collected at the end of the campaign.
- Ice cream social for families who raise more than \$500.
- \$200, \$100, and \$50 for top three families who bring in sales over \$1000 by campaign end.

should be explained to the school's director.  
See, *Seton School Handbook*.

### IMPORTANT INFORMATION

- Campaign ends on February 17.
- School Goal is \$80,000.00
- Forms can be downloaded from Seton website:  
[www.seton-school.org](http://www.seton-school.org)

- **Need more info??**

Contact: Cyndi Higginbottom  
703-361-8461  
[slhetc@verizon.net](mailto:slhetc@verizon.net) (preferred)  
or  
[adcampaign@seton-school.org](mailto:adcampaign@seton-school.org)

### FORMS WITH THIS NEWSLETTER:

1. CONTRACT
2. MERCHANT LETTER
3. CLAIMED AD FORM
4. AD TEMPLATE

### CLAIMED AD - WHAT IS THAT?

A claimed ad refers to an ad which was sold in the previous Ad Campaign and which the selling family wishes to sell again this year. No other family may solicit that business for an ad. If they do, the ad will still be awarded to the family which claimed it. Please fill out the form included to claim your ads. Claimed Ads will appear on the website. Claimed Ads will be honored until January 27th.

**PLEASE NOTE:** Each family is required to raise \$350 in ads regardless of the number of students the family has enrolled in the school. Those families who do not meet their family goal will be required to pay a fee equal to the leftover amount before they receive that year's fourth quarter report card or any transcripts. Any extenuating circumstances preventing participation in the Ad Campaign

**SEE REVERSE SIDE FOR MORE HELPFUL HINTS TO MAKE YOUR CAMPAIGN EXPERIENCE AN ENJOYABLE ONE.**

### Ad Suggestions

Automotive  
Florist  
Beauty  
Electrician  
Plumber  
Financial  
Construction

Music  
Education  
Lawyers  
Health Care  
Chiropractors  
Entertainment  
Information Technology  
Consulting

Real Estate  
Jeweler  
Printing  
Public Service  
Antiques  
Services  
Restaurant

Use the program book from last year when you contact businesses. Previous years' programs can be found in the main building

### Pending Ads

If you have contacted a business for an ad and are waiting for a response or have been declined, please let us know via e-mail. A list of pending/declined ads will be posted on the website.

### TIPS FOR SUBMITTING ADS AND/OR DONATIONS

All ads submitted must have a contract form, payment and ad content.

Always use a contract form even if just making a donation . This helps keep the credit to the Ad Campaign and properly records the student and family.

Please, please NO CASH - if you receive cash – write your own check

### HOW TO ASK FOR AN AD (to save \$350)!!!!

“How do I get an ad? This is ridiculous! This is too hard! I can't go up to people I don't know and ask for their money!”

“When I sent my child to Seton, I didn't know I'd have to get ads for their spring musical!”

“This is costing me \$350 if I don't get an ad!!! UGGG”

Does this sound familiar? Does this sound like the little voice in your head?!

YES, You CAN ask for ads and get them, with a little help! See below:

### Barb's 12-STEP Program for Getting Ads

1. Decide you CAN get ads. It's an act of the will, like so much in life.
2. Think about the businesses you frequent a lot. Who are they? Make a list.
3. Get out the phone book....look thru the yellow pages for ideas of businesses that might consider placing an ad. Make a list of these businesses.
4. Make a “business plan” by naming at least 25 businesses you will call to ask for ads, a combination of #2 and #3.
5. Write down the phone numbers for the 25 businesses.
6. Pick 5 days during the next 2 weeks to make your calls and mark your calendar by giving yourself 20 minutes each day to make calls.
7. Now, you are ready to practice asking for an ad. See “Practice Makes Perfect” below. Practice this 10 times in front of a mirror.
8. Finally, make your first call. Remember to SMILE over the phone....it will come across the telephone wire.
9. Keep track of all your calls. Make a list of all the businesses that declined to give to Seton. When a business places an ad, follow up by picking up the ad and filling out the ad form. Keep this in a safe place.
10. Keep making all your calls each of the five days you designated.

11. When completed with your 25 calls, attach all ads and forms together by a clip and hand into Seton.
12. Sit back and relax, you proved you CAN get ads.