



AD CAMPAIGN GOAL: \$80,000.00

AMOUNT RAISED: \$ 2,000.00

Way to go families! Campaign officially kicks off on January 9th, but already we have funds raised! Thanks for setting the example to the Wunderly, Jackson, Tim and Zini families. Remember if you need extra time – the campaign is front end loaded for time– not end loaded with time. Campaign ends February 17, 2012.

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.

CLASS GOALS

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

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 a form. Claimed Ads will appear on the website. Claimed Ads will be honored until January 27.

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 should be explained to the school’s director. Also see the Seton School Handbook.



IMPORTANT INFORMATION

- Campaign ends on February 17.
- Forms can be downloaded from Seton website: www.seton-school.org
- Need more info??
Contact: Cyndi Higginbottom
703-361-8461
slhetc@verizon.net (preferred)
or
adcampaign@seton-school.org

WHO WANTS AN EXTRA \$25

Remember top seller for first three weeks earns that reward.

First week ends 1/21
WINNER: ?

Second weeks ends 1/28
WINNER: ?

Third week ends Noon 2/4
WINNER: ?

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 on the credenza across from the office. Students have been successful in past years by sending personal letters with an ad form to everyone on the family's Christmas card list and to other friends and relatives.

DOES YOUR COMPANY MATCH FUNDS?

A great way to add to your total is matching funds. Turn your matching form request from your company into the ad campaign with your contract and we will take care of the rest of the company's requirement so Seton can receive the matching funds. You get the full credit.

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. If you have questions, contact Joanne Mooney.

TIPS FOR SUBMITTING ADS AND/OR DONATIONS

Please be sure your check is attached.
Please fill in contract completely.
Please turn in contract with payment—no payment no processing of ad
Please let us know how you want monies divided among children.
Please follow up with donor.
Do Not use staples!
Do Not send in cash, write your own check

ART CONTEST

- USE TEMPLATE FOUND ON LINE
- BLACK & WHITE
- PENCIL MEDIUM
- FULL NAME ON BACK
- ORIGINAL WORK
- CONTEST ENDS February 17, 2012
- TURN ENTRY INTO MRS. MEE

