

MICAH's AD Selling Kit

A Suggested Technique:

Contact last year's ad buyers and approach new personal/church/businesses connections by:

1. Sending a letter in your name advising that seller will call for an appointment (attach price list, ad sample, or copy of their last years ad).
2. A week after sending the letter, make a phone call requesting an appointment, (ad sale or no sale may be finalized during the phone call).
3. Be on time for the agreed - upon appointment.
4. Send a thank you letter in your name when ad (or when ad and money) have been received. (Enclose receipt if warranted).
5. If possible, personally deliver ad books to your ad buyers. This helps to build the relationships.

Assistance In Using The Suggested Technique:

Letters:

Sample letters are provided for steps one and four. Letters can be sent either in long hand or typed on MICAH letterhead paper. (can be typed by sender or typed at MICAH office by secretary).

Phone Call:

After identifying yourself and the purpose of your call ask if the potential buyer is familiar with MICAH. If "no," give him some of our accomplishments (have them on paper in front of you). In your discussions, assume "yes" to a sale or a meeting. Don't hear "no" to a sale or a meeting when "no is not said. Several "no's" (no more than five "no's"), end the call with, "please consider us and put us in your budget next year".

Technique # 2 (cont'd)

Meeting:

In their environment.

Dress comfortably but nice.

Feature or fact about organization.

Benefit to them. Question them.

Closing (would you consider a (state size) ad?

yes - no - maybe - not now

Can you tell me why?

Perhaps a (state size) ad would work out better.

POINTS TO REMEMBER WHEN SELLING AN AD:

Buying something for a worthy cause is pleasurable.

Belief in our goals is stronger than fear.

Success in fundraising is asking.

The buyer is not an adversary.

This is a dignified transaction - the buyer receives something for his money. Be businesslike.

When asking for an ad sale, we project our feelings onto the buyer. So, think positively.

We fear the word "no". So think, "it's okay with me for the person to say no".

If there is no price on what you are selling, the buyer won't buy.

FINAL THOUGHT:

Be persistent! Good example of this: churches keep asking - this is important! Churches value every gift! (Only 3% of donations to churches go to televangelists).

Approach last year's refusals as well as last years buyers. Get used to the word "no" - not all buyers will renew.

Givers are good fundraisers!!!

MICAH AD BOOK

Purpose of MICAH Book

1. Raise Money
2. In the course of raising money we want to:
 - a. Build the power of the organization
 - b. Train leaders -

The Ad Book Campaign is like an action or series of actions, the purpose of which is to raise money and to build the power of the organization.

PHILOSOPHY

"We are establishing relationships of mutual respect, we are not begging."

MICAH is developing relationships of mutual respect with banks, supermarkets, department stores etc., all of whom profit from our business/work.

Our emphasis will be to call upon business, etc... with whom we already have relationships, and ask them to contribute to the community by taking out an ad.

WHY SHOULD A BUSINESS, CONGREGATION, INDIVIDUAL, ETC. BUY AN AD?

People will buy an ad because:

- A. They have a relationship with the seller.
- B. MICAH is worth investing in.
You should emphasize your local group's victories.
- C. They have benefited from MICAH's work.

MICAH is printing 2500 + (plus) copies of the Ad Book which will be distributed to 700 guests at May 21 reception and to our 36 member congregations, in addition to all businesses purchasing ad space. The Ad Book will also be utilized in conjunction with MICAH's on going recruitment and promotional activities. So, placing an Ad in this book means that your advertising dollar is well spent!

DEADLINE FOR SUBMITTING ADS FOR 2009 BOOK—APRIL 15, 2009

MICAH AD BOOK ACCOUNTABILITY FORM

The purpose of the following form is to help you plan effectively.

YOUR NAME: _____

ADDRESS: _____ ZIP: _____ PHONE: _____

MY RESPONSIBILITY: SELL: \$ _____ . _____ IN ADS

MY CONTACT PERSON: _____
Write in your core team staff advisors name & phone #.

Please list the individuals, groups, businesses, etcetera that you will approach to buy ads. This includes buyers who purchased ads from you the previously. After the name of your possible buyer, write in the size and cost of ad that you will ask them to buy. Make your list three times larger than your dollar goal since some people will not buy ads. This sheet is for potential buyers.

NAME	GOAL
Example: Sentry Foods	Full Page Ad \$1000
1. _____	
2. _____	
3. _____	
4. _____	
5. _____	
6. _____	
7. _____	
8. _____	
9. _____	
10. _____	

HOW TO SELL AN AD FOR THE MICAH AD BOOK

1. Enter the business, congregation or organization and ask for the manager, pastor, president or whoever is in charge. If you know the person in charge, better yet. We suggest that you first approach people you know.
2. Introduce yourself and say, "I belong to (name of your congregation or group). We are members of the Milwaukee Innercity Congregations Allied for Hope".
3. Explain briefly what MICAH is and what has been accomplished over the past years by their efforts.
4. Explain that we are putting together our annual Ad Book Fundraiser to go out to our member groups throughout Milwaukee, in addition to those who purchase ads in the Ad Book. We represent 25,000 members.
5. For \$1000.00 or \$900.00 for previous sponsors you can take out a full page ad. Insert here the ad size you are going to ask them for.
6. If yes:
 - A. We would like camera ready copy. Camera ready copy means a black and white ad, the correct size, ready to be sent to the printer, just like the examples on the white sheet.
 - B. When can we pick it up?
Checks payable to Milwaukee Innercity Congregations Allied for Hope. Try to get a check before you leave or they pay upon pick-up of ad. MICAH is tax exempt organization.
 - C. If they don't provide a camera ready copy - we will print an ad that says:
"We Support MICAH In Their Efforts"
Name of Business or Organization.
 - D. Leave Fact Sheet, Public Relations Sheet, and Ad Sample (if ad sale not finalized)
 - E. Record name of business, pick-up date, and ad size, on ad book recording sheet.
7. If no, thank them for their time as you leave.
8. If not sure, make a record of when to come back.

REASONS TO FILL OUT AD BOOK RECORDING SHEET COMPLETELY

Seller's name is important:

- To receive credit for selling the ad.
- To learn if seller has contacted the ad buyer the following year.
- To provide information which may have been inadvertently omitted.

Seller's congregation identity is important:

- To receive credit for selling the ad.

Contact's person's name is important:

- In order to address ad book as name of firm is not enough.
- In order to direct billing when necessary.
- In order to follow up on unpaid ad.
- In case the original seller does not attempt to obtain an ad the following year, the Ad Book Committee member can approach the contact person.

The ad buyer's address, including zip code, is important:

- In order to mail out an ad book.

Telephone numbers of the seller, the contact person and firm/organization/institution are important in case contact is necessary.

2009 AD BOOK

When seeking our prospective buyers, check the 2008 Ad Book, an ad in the book means "hands off". It is last year's seller's responsibility to approach the buyer this year.

The ad index in the back of the book is in alphabetical order, so it will take only a minute to check. No buyer will appreciate having more than one seller approach him/her and this does not give our organization a good image.

If a seller has not kept a record of last year's sales, please contact The MICAH Office (414) 264-0805 for this information.

2009 AD BOOK

	NAME	AMOUNT	DATE
Patrons (\$25-\$99)	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

Friends (\$5-\$24)	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

Donation must accompany Friend, Patron or Memorial name when name is brought to the MICAH office. Any Friend, Patron or Memorial name brought to the MICAH office **without** accompanying donation cannot and **will not** be accepted by the office staff. Memorials will be listed with either Friend donors or Patrons donors depending on the amount of the accompanying donation. Business names but not addresses can be listed under Friends or Patrons. **Any donation under \$5 will not be listed by name but by congregation.**