



"Making a better world through the gift of song and people"

## Program Ad Sales

**Goal:** Each student will sell at least \$125 worth of program ads by September 26th. This single fundraiser is a vital part of the overall success of the organization because it helps raise awareness of the program in the community and shows community support when the organization applies for grants that help offset the cost of tuition.

### Instructions:

1. Use the provided materials to approach businesses or family members and request that they support you and CoroRio through the purchase of an ad in our annual program book. (A business letter is also available if you desire a more formal approach.) We have found it easier to be successful if you have a personal contact with the business you are approaching. Think of business that you frequently use- hair salon, vehicle repair shop, dance studios, churches, various repair shops, doctors, dentists, restaurants, etc. Also think of businesses that your friends and family own or manage. Cold calls are generally not as productive, but are always an option as well.
2. **Fill out an Ad Sales form for every ad that you sell.** BE SURE TO INCLUDE YOUR NAME AT THE BOTTOM OF EVERY FORM so that you get the appropriate credit for your sales.
3. Fill out a business "Thank You" form for every ad that you sell. Be sure to include your contact information at the bottom of the form and give it to the business representative you were working with.
4. Return all your Ad Sales forms together, along with the payment clipped to each form, to your choir manager no later than September 26<sup>th</sup>.

**Motivation:** For each sale over \$125, **you will receive 50% of the sale** for your tuition/travel ledger. For example, let's say you sell a full page ad at \$315. That is \$190 over your required sales of \$125. You would get \$95 in your ledger to be used for tuition, travel, CoroRio apparel, event tickets, etc. throughout your time in CoroRio. (Money not used at the end of each year rolls over to the next year.)

*Note: Inside and Back Covers can be sold to meet the sales requirement, but are not eligible for student profit. These pages help us cover the cost of printing the book. Fees for designing ads are not included in the earned profit for students. The fee is to cover the cost of designing the ad incurred by CoroRio and not part of the fundraiser.*

### Other Options:

1. Your family (or a business) can make a tax- deductible contribution of \$125 to the organization.
2. You can raise \$125 profit by participating in the poinsettia/wreath fundraiser offered in early fall.