

# Boston Skyline Chorus

## 2018-2019 Annual Ad Sales Campaign

We are excited to be kicking off Boston Skyline Chorus's annual fundraising campaign! This year marks a turning point for us, and we will have the opportunity to ensure our future by developing a strong and supportive system that enables our treasury to maintain itself - and hopefully grow!

### Where does the money go?

The revenue we make from our annual show - more than half of which is ad sales - makes up 50% of the chorus's yearly income. It covers the fees and expenses we pay to our wonderful director, Wendy; the sheet music and learning tracks she chooses for us to sing; the rent we pay for our rehearsal space every week; and the coaches we hire to educate and challenge us to become better singers.

In order to keep as much of the money you are about to raise for the chorus (and to "Be Green"), your Ad Pack will be obtained online.

To download the documents you need, log into BSC's website →on the main dashboard you will see the SHOW CORNER in the top right corner.

The documents you will need for your success are as follows:

- This cover letter, including Hints for Successful Selling
- The 2018-2019 Fundraising Suggestions List (which is a google spreadsheet)
- The Sample Selling Pitch
- The Sample "Leave Behind Letter"
- The BSC Background Information document for you to refer to (and leave behind if you desire) when you approach a prospect
- The Advertising Order Form
- The Sponsorship Order Form
- The Receipt Form
- The Sample Sizes Page
- Our three Tribute Page forms
  - Honoring Friends and Loved Ones
  - Critter Chorus
  - Future Barbershoppers

Every week for the next month or so, we will be providing you with some useful tools in order to be as successful as possible when you sell your ads.

**Our Sales Goal for this year is.....\$12,000**

**If each member sells two or three ads, we should be able to reach this goal easily.** Realistically, we know that this is a challenging endeavor. But we do expect you to do your part.

Think about friends and family who have enjoyed our performances in the past and might wish to support the chorus as a sponsor with a full or partial page ad as a shout-out or as a patron. Remember that every contribution made for this campaign is a tax-deductible contribution.

**The deadline for all submissions is December 11, 2018.**

The format of our program is a standard 5 ½" x 8 ½" playbill size. Please make sure you are familiar with the ad sizes and their prices, which are outlined in the Advertising Order Form.

## **HINTS FOR SUCCESSFUL SELLING**

The following hints have been found to work, so think about how you can make the best use of them.

1. Start early!
2. Think about all of the businesses of which you are a regular customer and/or where you have just spent a substantial amount of money (like a new roof, a heating system, a car, or a house). Also approach friends and family who have joined us enjoyed our performances. Try the local Dunkin Donuts or Starbucks, or a small market where you shop. These establishments often budget money to fund non-profit organizations, and many understand that supporting community groups is good business.
3. If possible, make requests in person. It is easier for people to say "no" over the phone. Face-to-face visits have a better success rate. You can start with a phone call (or an email) to schedule an appointment to assure actual face-time, then follow up with that meeting.
4. Try to avoid calling on prospects on their busy days.
5. Don't be discouraged if you are not successful every time you attempt to sell an ad. You only need two or three sales to make our campaign a huge success!
6. Make your pitch brief, and then listen. Silence can be a strong tool in sales.

## **Administration Forms**

1. Please ensure that each ad submitted includes the following:
  - a. The completed ad or sponsor form
  - b. The ad copy itself
  - c. Payment in the form of cash or check
2. Please ensure that the ad copy is "camera ready," i.e. that it can be clearly reproduced from what is submitted.
3. Have all checks made payable to *BSC* or the *Boston Skyline Chorus*.
4. Submit all forms, ad copies, and forms of payment to Moe Haley [countrycluttered67@yahoo.com](mailto:countrycluttered67@yahoo.com)
5. Ad deadline – December 11, 2018