

Ad Campaign Guidelines

1. ORGANIZATION. Getting organized is a critical step in a successful program ad campaign. Good organization not only insures that you canvas all potential prospects" but that several canvassers do not pester the same prospect. Good organization also provides for an efficient operation by providing valuable information about prospects to everyone who has a need to know, e.g., tips on 'how to' approach, impress and communicate with a prospect. And, in some cases who not to contact in future campaigns. Good organization also includes saving data from each campaign to be used for canvassing prospects in future campaigns.

- Appoint one Noble to direct the campaign, preferably the same Noble year after year.
- • Create a prospect list.
- Recruit Nobles as canvassers; the more the better. Let canvassers pick prospects from the prospect list and/or assign a geographic area to each canvasser. Where possible, the same canvasser should be assigned to the same prospects each year.
- Set-up a program ad log on which the campaign director records information at the time program ad receipts and donations are turned in by canvassers. Reference may also be made to the time/date receipts and donations are sent to the treasurer.

2. PROSPECT.LIST: A successful program ad campaign starts with a complete prospect list, that is, a list' of individuals, professionals, businesses, and groups whom you feel may place an ad in the program or else make a contribution to Oregon's Shrine All-Star Game.

- Businesses where you shop; professionals who care for you and your family; service specialists and repairman with whom you deal. Everyone you' do business with is a potential prospect.
- • Friends, neighbors and associates are potential prospects.
- Browse through Nickel-Ads and newspapers for prospects; let your fingers do the walking through the *yellow pages*. These publications are full of prospects.

3. RECRUIT/CANVASSERS. Seek Nobles who are willing to contact prospects to explain the purpose of Oregon's Shrine All-Star Game and that donations to-the-game are charitable contributions. Or if they wish, they may order an ad for publication in the program.

4. CANVASSING PROSPECTS. This is not peddling or selling.

- Canvassers are representatives of Oregon's Shrine All-Star Game who contact prospects to explain the all-star game, to show them a copy of the previous year's program, and to explain the process by which they may contribute to the all-star game or place an ad in the program.
- Personal contact, especially the initial contact, is the most effective way to canvass a prospect. Thereafter, contact may be made by telephone, by letter, by e-mail or personal contact, whichever the client prefers.
- Keep notes or make entries on the prospect list of a client's likes, dislikes, attitude, etc.
- Issue a receipt for each program ad or donation, no matter how small. The top two copies of the receipt are turned in with the ad money or donation. Be sure to give a copy of the receipt to the person authorizing the ad.

- For ads, attach a copy of the ad to the top two copies of the receipt to be turned in. In case a client request the same ad as appeared in a previous program, write in the space on the receipt above the clients name and address, the fact that it is the same ad for the client, then refer to the page number and year the program was published. **EXAMPLE:**
Same ad as Acme Corp. page 123, 2006 program.

5. PROGRAM AD LOG. Create a log sheet on which the campaign director may record information on each individual making a donation or authorizing a program ad, e.g., name, address, city, name of canvasser and amount collected. If the campaign director desires, a column for referencing other data, i.e., date received and/or postal receipt info for delivery to treasurer. The program ad log for the current year then becomes a principle source for prospects for the next year's campaign.

6. PROGRAM AD REPORT. For Shrine Clubs that strive for accountability, a program ad report may be prepared following each program ad campaign. Information i.e., name of each canvasser followed by total amount collected for ads and donations he collects provides a record of each campaign while also acknowledging the accomplishments of each canvasser. Other information such as number of prospects contacted and number of ads/donations received may also be useful for the program ad report.