



**ALPHARETTA HIGH SCHOOL**  
3595 Webb Bridge Road  
Alpharetta, Georgia 30005  
(770) 521-7640

March 8, 2010

Dear Students / Parents:

It's time to kick off our AHS Band Calendar Sale Fundraiser for 2010 - 2011! I encourage each of you to get involved with this fundraiser. We know many bands in the Atlanta area that have raised over \$20,000 for their program with this same type of fundraiser. There are great cash incentives for top sales, and **best of all, 20% of every ad you or your parent sells is credited to your ISA account to offset your out of pocket band costs!**

**EX:     Sell \$1000.00 in ads, \$200.00 goes right into your ISA!  
          Sell \$5000.00 in ads, \$1000.00 goes into your ISA!**

***Here's what you need to know to get started:***

- The primary sales pitch you are making to the business owners you contact is that we are going to personally deliver 3000 FREE copies of the finished calendar to every AHS family, every staff member, all Webb Bridge MS staff, and other families in the Alpharetta area.
- Encourage them to include a coupon in their ad that will draw customers to their establishment. We have prepared a Sales Package to use when you visit local businesses to sell ads. It includes a letter from the Band Director explaining the fundraiser, an AD ORDER FORM to complete when you have successfully made the sale, and a RECEIPT for the business owner. We also have copies of some of last year's ad pages for illustration purposes. You can also access them at [www.alpharettaband.org](http://www.alpharettaband.org) and print as many as you need to support your sales effort. Additionally, feel free to pick up a copy of the 2009 - 2010 calendar to take with you when you visit businesses in the area.
- The ad pricing is detailed on the ORDER FORM. Business owners have the option of color ad pages and the option to place an ad on the AHS Band web site. A Sponsor-of-the-Month page is a full page ad above a specified month.
- *A few sales tips based on our experience last year:* 1. Owner operated businesses were our largest buyers last year; 2. You can usually talk to a decision maker on the spot – ask to speak to the person in charge; 3. **You have to follow up** – plan on making several calls to actually complete the sale. Nobody is going to call you back!
- 'Parent Pages' are also available for any parent or family who would like to submit a photo/message page to recognize their AHS student. Pricing for these pages will be the *same as ad pricing*.
- We have a band family (the Garretts) who have volunteered to put together the ad layout for the calendar. This is very time consuming, so we have listed very specific guidelines for the business owner to follow when submitting ad copy. Please do everything you can to make this process as 'painless' as possible for the Garrett's.
- If your team would like to purchase an ad (picture advertisement), we would be happy to include it. Pricing is the same as the ads.
- When you have completed the sale, be sure you give the RECEIPT to the business owner. This form specifies the instructions for submitting the ad copy. The AD ORDER FORM, with the attached check, goes in the pine box in the band room; Please be sure your name is also listed on the ORDER FORM so you will get ISA credit for the sale. Please turn in your Orders AS SOON AS THEY ARE COMPLETE so we can track our progress and work on the calendar layout.
- **COMPARATIVE AD PRICING:** The Alpharetta Neighbor/Roswell Neighbor charges \$1,260 to run a quarter page ad, one time, in their weekly publication. We are offering cheaper ad rates, hand delivery, focused market (Alpharetta) and a full year of advertising. Definitely a better deal!!

Got Questions?

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