

PARENT'S AD SALES PACKAGE

TROOP 68 ANNUAL PASTA DINNER FUNDRAISER MARCH 6, 2010

Dear Troop 68 Parent,

Attached are sales forms for the Troop 68 Pasta Dinner Event Booklet. **We're really counting on everyone to help out.** We're asking that all the parents visit their favorite restaurants, businesses, and shops in the area to help sell these ads.

Sales of ads for the event booklet return a 100% profit to the High Adventure Fund. Last year for the 2008 Booklet we gained over \$2,400 for the troop. *If we spread the sales effort across all parents we can expect to double this figure easily.*

As most of you know, the High Adventure Fund provides dollars directly to the scouts in the form of dramatic discounts for the High Adventure Trips. In the past the troop has sent our boys on high adventure trips canoeing in the back woods of Maine, Florida Sea Base in the Florida Keys and the National Jamboree at Fort A.P. Hill in Virginia. The Troop Committee has established the Pasta Dinner Fundraising Event as the major funding mechanism for these once in a lifetime trips for our boys.

It's easy to sell these ads if you follow these simple steps:

1. Identify shops, businesses to visit.
2. Visit the business *and ask to speak with the manager.* (Employees will not have the authority to even discuss a donation.) If the manager is not in get his/her name and phone number and call back later. It's best to make an appointment so that you can show them the booklet and they can see the value of the booklet advertising to them.
3. Be sure and remind them that you are a loyal customer, and they will receive:
 - A great advertising promotion.
 - Sponsor recognition at the event.
 - Possible tax deduction.
 - The grateful thanks from our future leaders.
4. If they agree, THANK THEM right away - try to encourage them to buy the largest ads. It's for a great cause to support their neighborhood Boy Scouts. Fill out the form, gather the graphics and text, and check - and give them the receipt portion of the form.
5. *If they would prefer to make a donation of merchandise or gift certificate appropriate for the Silent Auction* - then gain their commitment or ask for the item on the spot. Let Pat Terry know of items donated right away.

Suggested businesses to visit: restaurants, cleaners, shops, insurance offices, real estate offices, gas stations, travel agencies, tailors, dentists, doctors, etc. You'll find the best results at businesses you frequent personally.

If you'd like to discuss ad sales or have questions, please call Brian Rapillo at 203-261-1930.