

# LETTER TO SENIOR STAFF MEMBERS



TO:           **SENIOR STAFF MEMBER**  
FROM:       **ADVISER NAME**  
DATE:       **CURRENT DATE**  
SUBJECT:   **AD SALES**

This is an advertising booklet to help you sell your ads. Toward the back of this booklet you will find a list of the senior class. These are the senior ads that you will be held responsible for selling. It is important that each of these parents, not students, be contacted immediately. Some of these parents have already contacted me soliciting information. They are waiting to hear from you. Contact each senior parent by **DATE**. This may take several phone calls because people are very busy. Be persistent.

The phone call is to let the parent know you will be mailing a letter containing important information concerning senior ads in the yearbook and to look for it in the mail. When you contact a parent by phone, be sure to identify yourself by name as a member of the yearbook staff. If you leave a message, be sure to leave the date and a telephone number where you can be reached. Do not hang up on an answering machine. Leave a message. Be polite.

Also, by **DATE** you should mail copies of the letter and contracts, both of which are also enclosed in this packet, to each parent. Except for the size and price, you should complete the advertising contract neatly and in pen before mailing it. You should also include a stamped, self-addressed envelope and a note asking the parents to return the contract to you as soon as possible. Many of the parents will not know right away what they want to say or what pictures they want to use; therefore, it's important that you conduct follow-up phone calls. If you do not receive a contract in the mail in a timely manner, you need to contact the parents by phone until you reach them. Be polite.

By August, when I return to school, I would like a contract from each parent who wishes to purchase a senior ad. Some parents will not purchase an ad. If this is the case, it is important that you ask them to return the contract with a note indicating they do not wish to purchase an ad. Contact these parents by phone and tell them that you need written confirmation that they do not want an ad so the yearbook adviser will not contact them again later.

Do NOT under any circumstances speak to the senior student. Many parents like these ads to remain secret. It is your job to make sure it does. Try to keep track of the contracts that are returned to you, and then drop them off at the school's main office. I will be at school regularly during June and August and periodically during July. Call me if you have any questions. My number is (    )    -           or (    )    -           .

Good luck and have a great summer.

