

October 8, 2008

To all 4-H families:

It is time to start thinking about our 4-H yearbook again. As last year, this publication will serve as promotional aid for 4-H and a memento of the past year. It is also an excellent fund raising opportunity. The book will be distributed to all 4-H families and at the Monmouth County Fair.

Funds raised will support county 4-H programs and individual clubs directly. Each club will earn 20% of the revenue they raise. Last year participating clubs earned almost \$400 for themselves and helped fund the very popular migrant program with over a \$1000 being distributed last year.

As an additional incentive there will be a drawing for a \$150 American Express gift card, each ad a member sells is an entry in the drawing. The more ads you sell, the better your chances of winning.

Ads will cost \$125 full page, \$75 half page, \$50 quarter page and \$25 eighth page (business card size). These ads can be sold to local businesses or individual supporters (special messages to 4-H members or clubs).

In addition to display ads, we will have a "Friends of 4-H" and "Sentiments" pages. "Friends" boosters are \$2 per name only up to 30 characters and spaces. "Sentiments" are short phrases up to 65 characters and spaces and sell for \$5 per line, multiple continuous lines are allowed. There will be a \$25 gift card awarded to the member who has the highest total Friends/Sentiments sales.

The deadline for ad submission is May 1st, however ads turned in prior to April 1st will earn double entries in the drawing. Please help the yearbook coordinator by submitting your Ads as you get them.

Help support your club and county 4-h program by selling ads in our yearbook. Selling ads is easy, local business love the opportunity to support community programs such as 4-H. Look at last year's book for ideas. For safety's sake, members should always be accompanied by an adult when soliciting ads.

Please see attached Ad, Sentiments and Friends sales forms. Printed forms may be picked up at the 4-H office. If you have any questions contact Kelly Valenti at (732) 431-7265 / dumas@AESOP.Rutgers.edu or Paula Sagui (732) 531-8245 / paula@currycombs4h.com.

Thank You!

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