Waterman Alumnae Group Job Descriptions – Town Hall

## Assistant Programs 2:

**May:**

Began phone calls to a list of members who had served on this committee to see

if they would continue. Also reviewed names suggested by the Nominating Committee but who had not been asked or had declined to take a board position, asking if they would be willing to help call on businesses to obtain advertising for the Town Hall Program.

## June:

1. Continued making calls to members to ask them to join the Program Advertising Committee, until we had a committee of 12. A list of the 2016 committee is at the

end of this report. Also included on the list are Susan Franke and Elaine Graham, especially for the ads the solicited from their small-business groups

1. Invited each committee member to attend one of two meetings held at my home to assign past advertisers from the 2015 list to each member of the Advertising Committee. Sally Kennedy also attended each of these meetings because of her knowledge of past advertisers. At these meetings, committee members suggested several new advertising prospects. Each member was assigned between 3 and 8 contacts, 3-4 from the 2014 list and other new contacts that they personally suggested.
2. At each meeting, each committee member received a copy of the master file of 2015 advertisers. This form included business name, business address, contact name, phone number, and email address.
3. Provided each committee member with a folder containing invoices, ad size information, helpful hints for soliciting ads, important facts about Waterman and its history, copies of the 2016-17 speakers sheet from the Waterman membership brochure and copies of the 2015-16 Town Hall Program.
4. Each committee member put together folders to present to advertisers, including 2014-15 Programs, the 2014-15 Town Hall Tattler, letters asking for advertising (one version for returning advertisers, another for prospective advertisers), the 2015-16 Town Hall speakers sheet from the brochure, a sheet with points of interest about Waterman, and an invoice.
5. I emailed each committee member several documents:
   1. Advertising Invoice
   2. Town Hall speakers list
   3. Letters for returning and prospective advertisers
   4. The 2015 Advertisers Information file including contact information, ad size and price of ads taken in 2015
   5. The 2016-17 points of interest about Waterman sheet

## July:

1. Maintained Master Advertising excel program to record Advertisers’ names, contacts, addresses, phone numbers, email addresses, ad sizes, invoicing, and whether ad copy had been received.
2. Each week, I emailed the committee with updates that I had received from them and attached the updated Master file. This was to inform them about our progress and encourage them to begin or continue calling on their assigned businesses.
3. Invoiced the business advertising in Susan Franke’s and Elaine Graham’s groups. Most of these were sent by email and I also attached the 2016-17 Speakers List and a thank-you letter that included information on how each advertiser could obtain a guest ticket to one of the Town Hall events. If invoices were mailed, the same information was included. Copies of these invoices are in a binder.

## August:

1. Met with Sally Kennedy, Elaine Graham (Program Chair) and Barbara Mueller to review progress with ads for the Program. Arranged with Barbara Mueller to turn over the handling of details regarding receipts of ad copy, invoicing, ad payments, and mailing of 2016-17 Town Hall Programs to advertisers with thank- you letters.
2. Emailed any committee members from whom I had not heard, reminding them that August 10th was the established cut-off date on the invoices for receiving ad copy and asking them to let me know their progress. Copies of these emails are included in the binder.
3. Continued to maintain the Advertising Master File as information became available. Emailed the updated Master file to the committee and asked them to check the information on their assignments to make sure it was correct and complete.
4. Sent Emily Salvette the Master file so that she could produce a list of Town Hall Program advertisers and sponsors for inclusion in the website.
5. Emailed the Master file to Sally Kennedy, Elaine Graham and Barbara Mueller in mid-August as my final participation in this process.

Note: The binder should include a flash drive with all the forms and files used in this process.

2016 Advertising Committee:

Barbara Balbach Connie Kinnear, Co-Chair

Susan Franke Chris Larson

Elaine Graham Sue Muir

Lucy Hallock Kathy Pullen, Co-Chair

Marlys Hamill Ingrid Sheldon

Sally Kennedy Carolyn Tyson