

Waterman Alumnae Group Job Descriptions – Town Hall (2024)

Assistant Programs 2: Advertising

Committee Members: Members of the Waterman Board and Waterman members at large

Calendar

March

Introduce the plan for soliciting program advertising at the March Board meeting. Pass around a clip board and a list of previous and potential advertisers. Ask the Board members to:

- 1) Choose at least two advertisers to solicit
- 2) Select how they want to receive the Advertising packet as a hard copy or digital file.

Meet with Elaine Graham, the program graphic designer, to update invoices, letters, general information and deadlines.

April

Begin soliciting ads.

Deliver packets to Board members and members-at-large who will be soliciting advertising. The packets will be delivered by email, in person or at the April Town Hall luncheon/lecture.

The packets contain:

- Cover letter to solicitors
- Letter to potential advertisers
- Advertising Invoices
- Town Hall speaker's list
- Ad sizes & prices
- Points of Interest about Waterman
- Previous year's Town Hall Program
- List of previous and potential advertisers

Invite the audience at the Town Hall luncheon/lecture to:

- 1) Place an ad in next year's 2025-2026 Town Hall program.
- 2) Suggest a business you would be willing to approach to buy an ad for the 2025-26 program. Have cards at the table for potential advertisers to fill out.

May

At the Annual Board Meeting provide packets for new board members.

April – July

Maintain a Master Advertising excel program to record advertiser's names, contacts, addresses, phone numbers, email addresses, ad sizes, invoicing and whether the ad copy has been received.

Each week, email the committee with updates on ads sold, businesses contacted and deadlines.

Communicate each week with the current Treasurer about ad payment and Elaine Graham, Program Graphic Designer, about ad copy.

July

Soliciting of ads ends July 15. All ad copy must be sent to Elaine Graham by July 15.

Send Master Advertising excel program to treasurer and Elaine Graham to confirm correct information.

Send the webmaster a list of Town Hall program advertisers and sponsors to be included on the Waterman website.

Prepare report to be shared with the Waterman Board.

September

Mail advertisers a thank you letter with new Town Hall program and information about acquiring a free ticket to a Town Hall lecture/luncheon.