



Cotillion 2025

Souvenir Journal Workshop

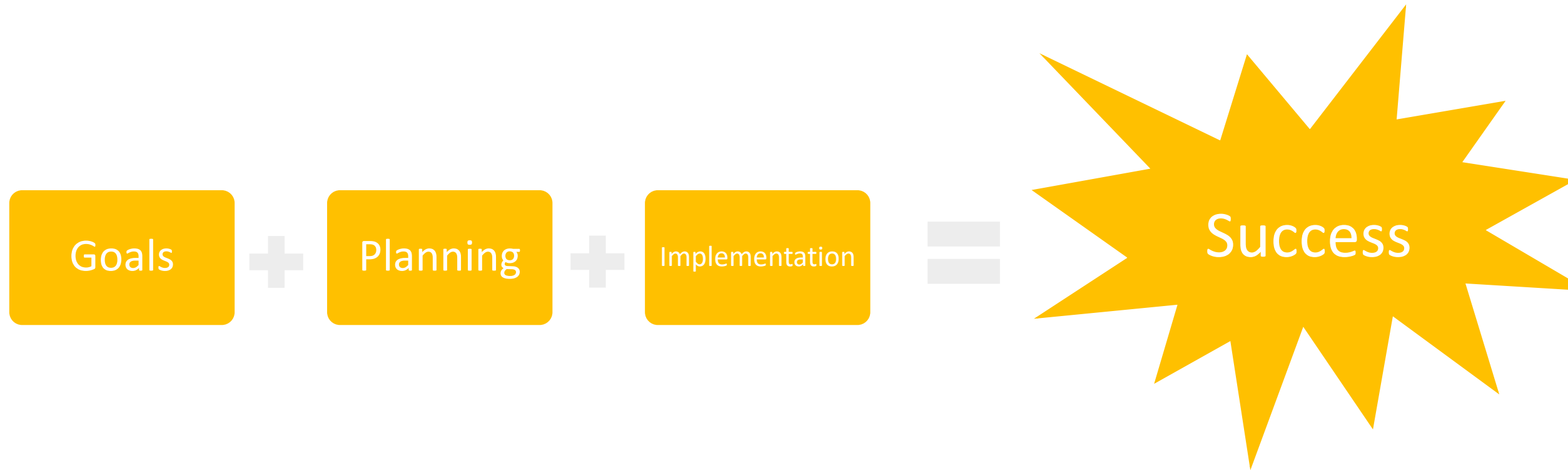
**SPONSORED BY THE DEED FOUNDATION & THE KANSAS CITY
MISSOURI ALUMNAE CHAPTER OF DELTA SIGMA THETA SORORITY, INC.**



AGENDA

- **SUCCESSFUL MARKETING**
- **PARTICIPANT PROFILE**
- **AD AND PATRON DETAILS**
 - Pricing
 - Creating & uploading ads
 - Submitting
- **DUE DATES**
- **QUESTIONS**

FORMULA FOR SUCCESSFUL MARKETING



SET YOUR GOALS

1

You must raise a minimum of \$750 in ad sales*

2

Determine your target audience

3

Determine your strategy

SMART Goals

Specific

Know exactly what you are wanting to accomplish.

Measurable

How will you know you met your goal?

Achievable

Make sure your goal is not too far to reach, but far enough to be challenging.

Relevant

Link the goal to something important to you; something that inspires you.

Timely

When do you want your goal to be met?

© 2013 Kimberlee Fulbright, iTeach 5th

*To be a top winner in Souvenir Journal ad sales you must generate well over the \$750 minimum

DETERMINE TARGET AUDIENCE

Delta who recommended you

Nail Technician

Barber/Hairdresser

Relatives (distant & close)

Neighbors

Realtor

Godparents

Doctor/Dentist/Nurse

Bank (yours & parents)

Play Brother/Sister

Teachers (past & present)

Parents' co-workers

Pastor/Pastor's Wife

Coaches (past & present)

Parents' business associates

Church Members

Schoolmates

Parents' Alumni Groups

Sunday School Teacher

Social Media Friends

Parents' Clubs, Sororities,

Church Choir Members

Past supporters

Fraternities

Church Groups & Ministries

Librarian

Mentors

Employer

Car Dealerships

Deltas!!! – find some and ask

Extracurricular Leaders

Volunteer Agencies

Get help from your parents/family/friends

PLAN FOR SUCCESS

- Create letters, brochures, and other resources to market yourself
- Write your sales script (Be sure to tell supporters that ad proceeds go directly towards the scholarship fund)
- Maintain a marketing schedule
- Keep track of your sales

SAMPLE LETTER

Dear Friend,

Our son/daughter, _____, who will be graduating from _____ High School this year, has been selected to be a participant in Cotillion 2025. Cotillion is a scholarship program sponsored by the Foundation for Delta Educational and Economic Development (DEED) and Delta Sigma Theta Sorority, Inc., Kansas City (MO) Alumnae Chapter. This program will culminate in a virtual Formal Presentation and Scholarship Recognition Program to be held on Saturday, April 20, 2025.

We hope you will support us by being one of our patrons and/or attending this momentous event. Attached is the ad order form and a sample page that you may use to design a special message for _____; or, if you wish, you may attach a business card and we can have it printed in the Souvenir Journal.

You may pay via check made payable to DEED or online at www.deedkcmo.org/cotillion/participants/ If paying online, please click on my picture or name and select the advertisement of your choice from the drop down menu. We will need to receive your ad and payment for advertisements **by February 23, 2025**. Monies generated annually through the Cotillion are used to provide scholarships which are shared by all participants.

Thank you for your participation in this event. Cotillion is a milestone in _____'s life and it is certainly our pleasure to share it with our family and closest friends.

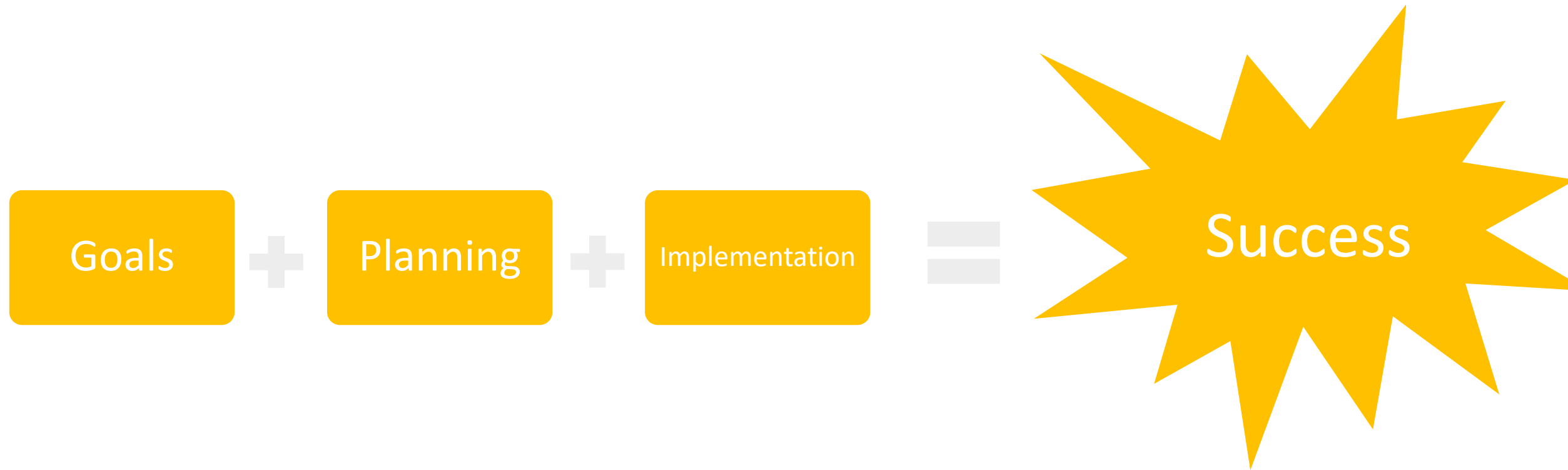
Sincerely,

John and Jane Parent

IMPLEMENT YOUR PLAN

- Practice your sales script
- Call your contacts
- Follow-up with your contacts
- Collect/create ad and payment
- Create ad using the appropriate template
- Review for errors
- Collect information
- Track ad submissions and payment
- Thank your supporters

TO REVIEW



PARTICIPANT PROFILES



Denika
Nicole Williams

Parents: Robert Lee Williams & Beatrice B. Williams
School: O'Hara High School
Activities: Varsity Track; Varsity Cheerleader-Captain for three years; Pep Club; TREND; Gospel Choir; Ethnic Advisory; Youth as Resources; YPD-Vice-President
Honors: Intensive Studies Program; Cheerleader of the Year
Goal(s): "To attend a four year college and become a pediatrician; to always keep God in my life"
Mentor: Ms. Stacia Reed



Le Erik
Anthony M.

Parents: Carol L. Ragland Jones & Lonnie Ragland
School: Lincoln College Preparatory Academy
Activities: Summer Debate Institute; Debate Kansas; Amnesty International; Co-Editor of Yearbook; Photojournalism; Young Women's Pre-College Leadership Program; Business Africa Conference
Honors: Honor Roll; Who's Who Among American High School Students; Debate Best Speaker Award; Outstanding Leadership Award
Goal(s): "To successfully complete, majoring in Mass Communications and minoring in Political Science and to use Knowledge and life's experiences to my path in life, helping others along the way"
Mentor: Ms. Toyia Cavole

Parents: Wanda Williams & Eli Williams
School: Ruskin High School
Activities: Golden Eagle Marching & Symphonic Band; Peer Tutor; Conflict mediator, Jack & Jill of America KCMO Chapter-Teen chapter President and Central Region Chaplain; Debate and National Forensics League member; NAACP executive board member; Teen Talk radio show on 1590 AM; Palestine Missionary Baptist Church - Gospelaire Youth Choir, Usher Board #2, Royal Ambassador Youth Council
Honors: Debate Speaker of the Year - 1998; NAACP Act-so Poetry competition gold medal 1998; NAACP Act-so essay competition bronze medal 1999; People to People student ambassador Australia 1995; Banned Books poetry and talent showcase 1998; National Leadership and service award 1998-99; United States All American High School Scholar 1997-2000
Goal(s): "To graduate from Emory University and by age 35 to have worked and bought shares in Ford Motor Company; to become the first Black CEO and President of a big three automobile company."
Mentor: Ms. Cicely Powell



Matthew
Williams

Annetta
Ragland

PARTICIPANT PROFILE

A headshot, a full-length casual photo, participant profile, words of gratitude and words of encouragement will be included in the Cotillion Souvenir Journal.

- You will take a professional headshot that will be included as part of this profile (date TBD.)
- You will need to **complete your participant profile by January 12**, including **uploading a full-length casual picture** of you doing something you enjoy. (***NOTE: draft participant profile is due December 15***)
 - Access and submit the participant profile form via: <https://form.jotform.com/242398691684170> or go to the DEED website (deedkcmo.org) and choose **Events - Cotillion – Participant Resources – Participant Profile Form**
 - Upload your casual photo (name it your first and last name) to your Box folder
- Profile should include 3-5 recent involvement and accomplishments:
 - School/Extracurricular activities including honors received & leadership roles
 - Church
 - Community service activities
 - Also include the number of years involved in the activity (ex: 5 yrs.)
- **A note of gratitude to parents/guardians is due by January 12**
 - Access and submit the form via: <https://forms.gle/fjUp8Qv2z53ppJD69>
- **A note of encouragement from parents/guardians is due by January 12**
 - Access and submit the form via: <https://forms.gle/CqQVbAS8UAVbY6S8>

Justice R. Bailey

Daughter of

Ms. Thomasean Broom and Mr. Justin Bailey

Blue Valley North High School

Coalition (race project)
(4 years)
Black Student Union (4 years)
Track & Field (3 years)
Football Manager (3 years)
Diversity Club (2 years)



Glory Bible
International
Fellowship Church
Team Believe AAU
(5 years)

Community Service
Delta GEMS (2 years)
Peer Volunteer (disabled)
(2 years)
5K Charity Run/Walk
(2 years)

Most Memorable Moment: One of the best Memorable Moments I experienced was at New York Fashion Week with my mom, Thomasean Broom. We had set forth on a week-long business trip as my mom was featured in a fashion show for her upcoming brand. My mom and I had a great opportunity to build our relationship and experience mother-and-daughter bonding. During the course of events, I was able to capture a significant moment of my mom as a designer! Seeing her eyes light up like a child, brought tears of joy, as I'm able to see her dreams come true. As a mother, she had responsibilities to take care of (children), leaving her to hit a pause on her own inspirations and dreams. The best moment captured was her excitement after her models walked, and I captured a picture of her in the busy streets of Times Square! Overall, I learned all dreams can come true if you are truly passionate about your craft.

Justice R. Bailey

Daughter of

Ms. Thomasean Broom and Mr. Justin Bailey



Motto: "You have the power to change perception, to inspire and empower, and to show people how to embrace their complications, and see the flaws and the true beauty and strength that's inside all of us." - Beyoncé Knowles

Goals: Upon graduation, I plan to intern here in the Kansas City area over the summer. In the following academic year, fall of 2023, I will attend Clark Atlanta University (HBCU) to major in marketing. My goal is to attain a bachelor's degree and build connections with my peers. During my years of college, I will strive to push my clothing business and advance into the fashion industry using my degree. As my future career is undecided, I have a general idea of working in fashion, while simultaneously continuing my business.

Words of Encouragement from Parents: Justice, from the moment you were born I knew you'd be an intelligent and strong willed woman. You've always made your own way and have never given up even when faced with adversity. Please keep chasing your dreams and becoming the woman I know you are destined to be. Keep being head strong and passionate about your goals in life. Never forget who you are inside and know that I will always stand behind you! To say that I am proud of you does not even begin to describe how I feel! Your journey is just beginning and may it be filled with and abundance of joy and adventure! My only daughter, I love you more than life! Love Always, Mom

Participant Profile
Name and
Parent/Guardian
syntax examples

Justice R. Bailey

*Daughter of
Ms. Thomasean Broom and Mr. Justin Bailey*

A'myrah Cheadle

*Daughter of
Mr. Gary and Mrs. Sonja Cheadle*

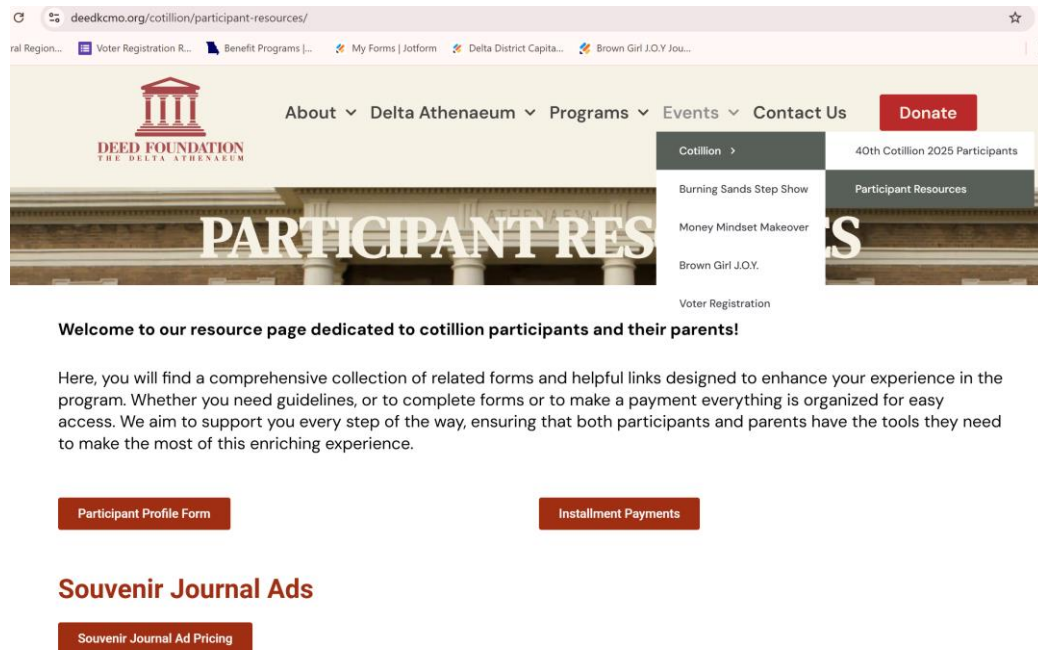
Tarik LaMonte' Gill

*Son of
Mr. Dana Wooten and Mrs. La Cretia Wooten*

Zayne Haley-Allean Rice

*Daughter of
Mr. and Mrs. Glenn E. Rice*

DOCUMENTS ON WEBSITE – PARTICIPANT PROFILE FORM



From DEED website (www.deedkcmo.org) go to
Events - Cotillion – Participant Resources – Participant Profile Form

A screenshot of a web form titled 'PARTICIPANT PROFILE SUBMISSION'. The form is set against a dark red background with a white header area. In the top right corner of the header is a logo for 'Cotillion' featuring a red triangle with the Greek letters Delta Sigma Chi and the word 'Cotillion' below it. The form itself is a white box with a light gray border. It contains four sections, each with a title and a right-pointing arrow icon: 'PARTICIPANT CONTACT INFORMATION', 'PARENT/GUARDEN CONTACT INFORMATION', 'SOUVENIR JOURNAL PARTICIPANT INFORMATION', and 'REQUIRED SIGNATURES'.

<https://form.jotform.com/242398691684170>

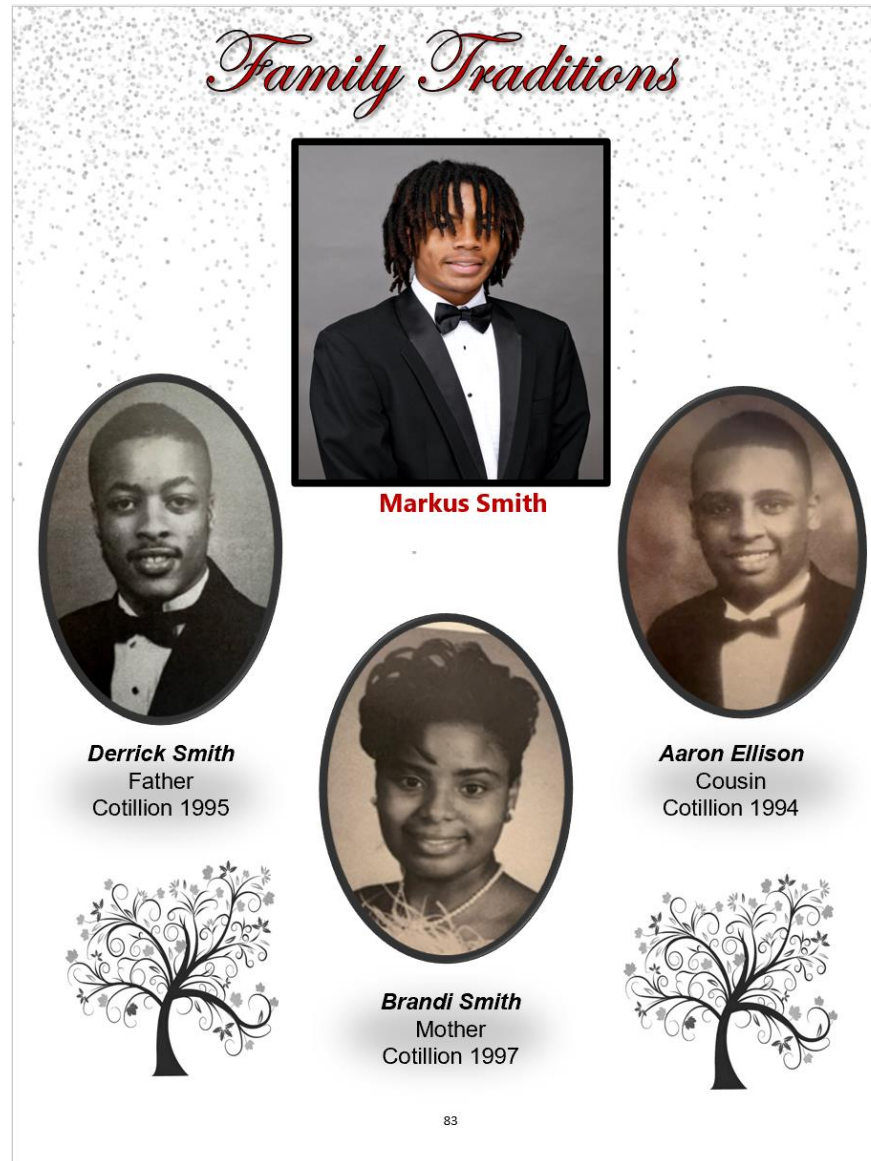
FAMILY MEMBERS WHO WERE IN COTILLION (EXAMPLE)

File Name: Family Members Who Were In Cotillion.xlsx

Participant Name: Markus Smith

	Family Members who participated in Cotillion		
	Name	Relation to participant	Year Participated in Cotillion
1	Derrick Smith	Father	1995
2	Brandi Smith	Mother	1997
3	Aaron Ellison	Cousin	1994
4			
5			
6			
7			
8			
9			
10			

FAMILY MEMBERS WHO WERE IN COTILLION (EXAMPLE)



AD AND PATRON DETAILS



PRICING - ADS

Business	Fourth	Half	Whole	Ruby																
<table><tr><td>\$50</td><td>\$50</td></tr><tr><td>\$50</td><td>\$50</td></tr><tr><td>\$50</td><td>\$50</td></tr><tr><td>\$50</td><td>\$50</td></tr></table>	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	<table><tr><td>Fourth Page \$90</td><td>Fourth Page \$90</td></tr><tr><td>Fourth Page \$90</td><td>Fourth Page \$90</td></tr></table>	Fourth Page \$90	Fourth Page \$90	Fourth Page \$90	Fourth Page \$90	<table><tr><td>Half Page \$125</td></tr><tr><td>Half Page \$125</td></tr></table>	Half Page \$125	Half Page \$125	<table><tr><td>Whole Page \$200</td></tr></table>	Whole Page \$200	<table><tr><td>Whole Page \$250</td></tr></table>	Whole Page \$250
\$50	\$50																			
\$50	\$50																			
\$50	\$50																			
\$50	\$50																			
Fourth Page \$90	Fourth Page \$90																			
Fourth Page \$90	Fourth Page \$90																			
Half Page \$125																				
Half Page \$125																				
Whole Page \$200																				
Whole Page \$250																				

Ads can be printed in color for an additional \$25!

NOTE: Color is included in Ruby Whole Page Ad pricing.

Payments may be made by cash, money order, checks payable to DEED
or online via PayPal at www.deedkcmo.org/cotillion/participants

Online and/or credit card ad purchases include a 3.5% fee

NOTE: Fees do not count towards total ad sales

PRICING - PATRON LIST

Patron Levels			
<i>(Name will be included on a list with all other participants' patrons)</i>			
Bronze	Silver	Gold	RUBY
\$30	\$70	\$100	\$150

Names can be printed in color for an additional \$25!

NOTE: Color is included in the Ruby Patron pricing.

Payments may be made by cash, money order, check payable to DEED
or online via PayPal at www.deedkcmo.org/cotillion/participants

Online and/or credit card ad purchases include a 3.5% fee

NOTE: Fees do not count towards total ad sales

PRICING - COVERS

COVER LEVELS

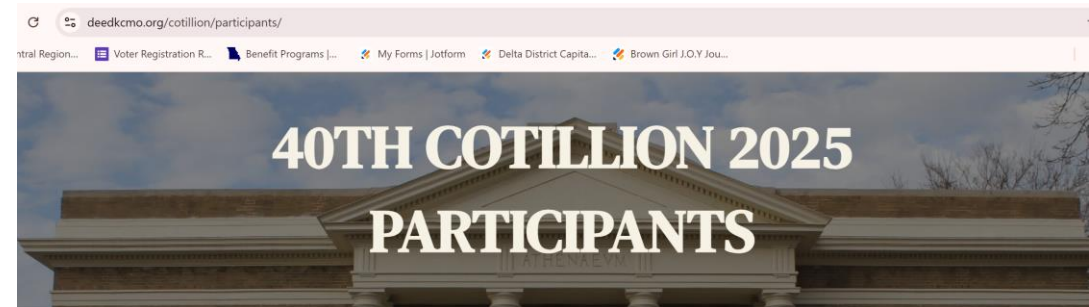
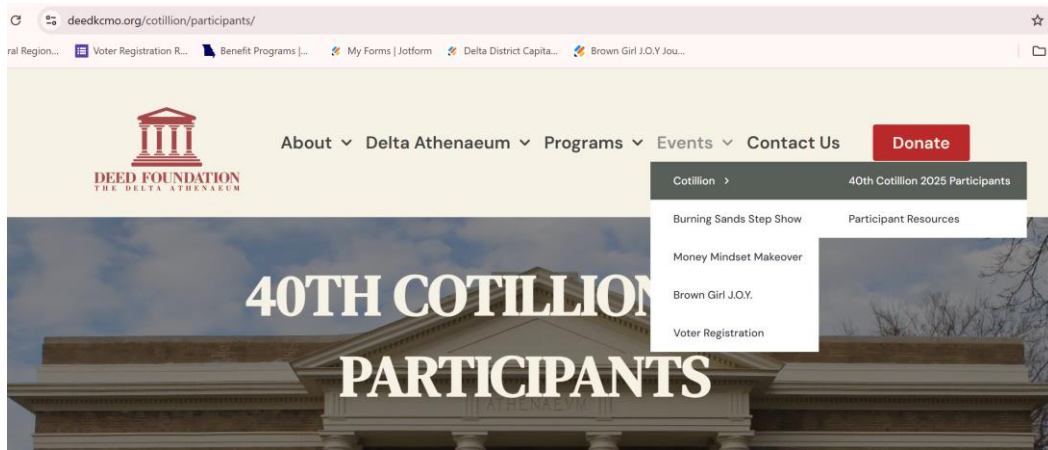
Inside Back	Inside Front	Outside Back
\$350	\$450	\$550

Color is included in the Price!

Payment due immediately after drawing In person
(Cash, Check, Money Order, or Credit Card - 3.5% fee)

PAYING FOR ADS ON-LINE

- Access “40th Cotillion Participants” via:
- DEED website (deedkcmo.org) – Events - Cotillion – 40th Cotillion 2025 Participants or www.deedkcmo.org/cotillion/participants/ (see below screenshots)
- Click picture/name of participant you wish to support, choose ad from drop-down, then submit



Aaliyah L. Lee



Andre L. Randle Jr.



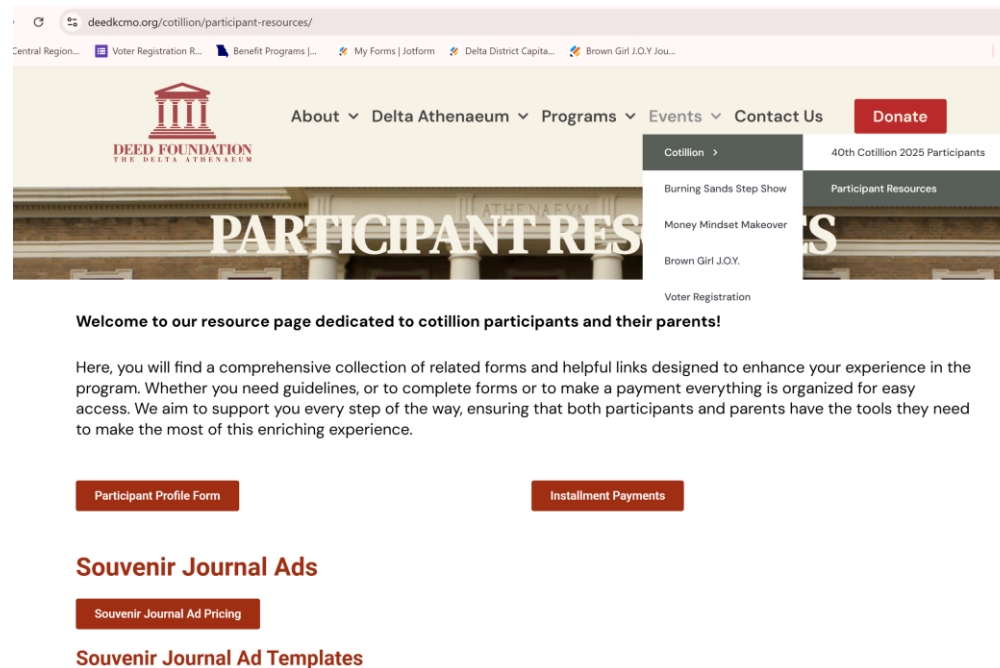
Avery L. Enyard



Bria L. Dawson

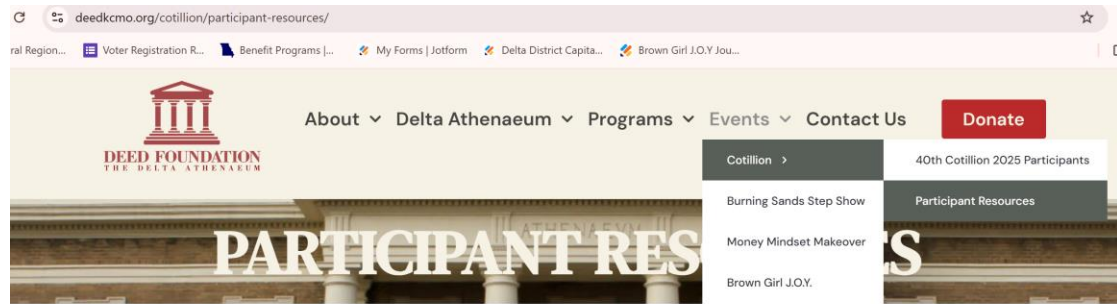
CREATING ADS

- Either the participant or patron can create an ad by downloading the appropriate template
- Access Souvenir Journal “Participant Resources” via:
- DEED website (deedkcmo.org) Events – Cotillion – Participant Resources – Souvenir Journal Ad Templates or <http://deedkcmo.org/cotillion/participant-resources/> (see below screenshot)
- Create ads using appropriately sized template



DOCUMENTS ON WEBSITE - AD TEMPLATES & PRICING

Deedkcmo.org/cotillion/participant-resources



Welcome to our resource page dedicated to cotillion participants and their parents!

Here, you will find a comprehensive collection of related forms and helpful links designed to enhance your experience in the program. Whether you need guidelines, or to complete forms or to make a payment everything is organized for easy access. We aim to support you every step of the way, ensuring that both participants and parents have the tools they need to make the most of this enriching experience.

[Participant Profile Form](#)

[Installment Payments](#)

Souvenir Journal Ads

[Souvenir Journal Ad Pricing](#)

Souvenir Journal Ad Templates

Whole Page Template ([PDE](#), [Word](#))

Half Page Template ([PDE](#), [Word](#))

Fourth Page Template ([PDE](#), [Word](#))

Busines Card Template ([PDE](#), [Word](#))

Cotillion Souvenir Journal Ad Size Options And Pricing (Appendix B)

Business		Fourth		Half	Whole	Ruby
\$50	\$50	Fourth Page \$90	Fourth Page \$90	Half Page \$125	Whole Page \$200	Whole Page \$250
\$50	\$50	Fourth Page \$90	Fourth Page \$90	Half Page \$125		
\$50	\$50					

Patron Levels

(Name will be included on a list with all other participants' patrons)

Bronze	Silver	Gold	RUBY
\$30	\$70	\$100	\$150

Have your advertisement/patron name printed in color for an additional \$25!

Note: Color is included for Ruby Whole Page and Ruby Patron.

Cash, Money Orders, Checks, and Online Payments will be accepted.
There will be a 3.5% fee applied to on-line/credit card purchases.

WWW.DEEDKCMO.ORG

Make checks payable to: DEED Foundation.

Deadline for Ad sales is February 23, 2025

There will be a \$35.00 service charge for all returned checks. Returned checks must be paid along with the service charge within 7 - 10 business days with secured funds (cash, cashier's check, money order, PayPal). DEED will attempt in every way to recover financial losses attributed to returned checks. Individual and/or collective scholarships may be reduced as a result of such fiscal sanctions.

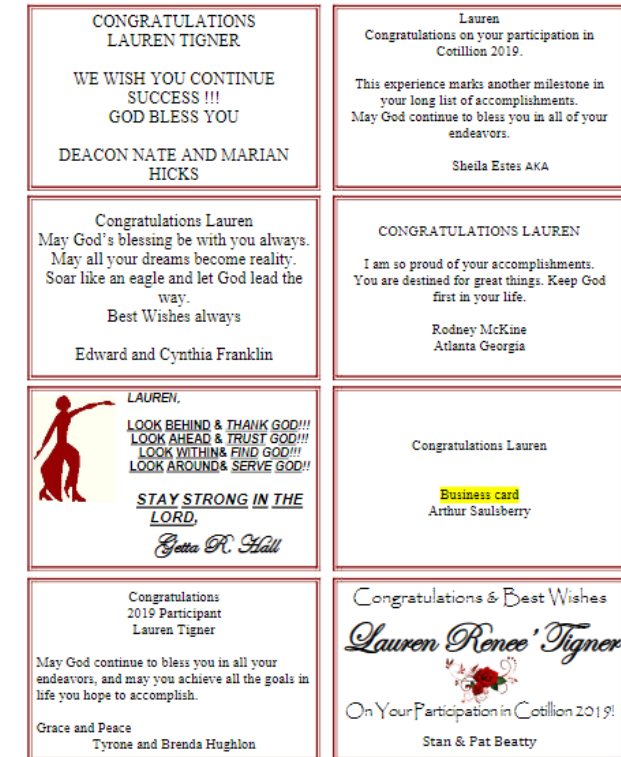
FORMATTING ADS

- Have a focal point
- Fill your space
- Identify each ad (with your name)
- Use readable fonts
- Proof-read your ads
- Include photographs:
 - Available for ¼ Page, ½ Page, Full-Page ads only
 - Good quality
 - Prefer digital photos



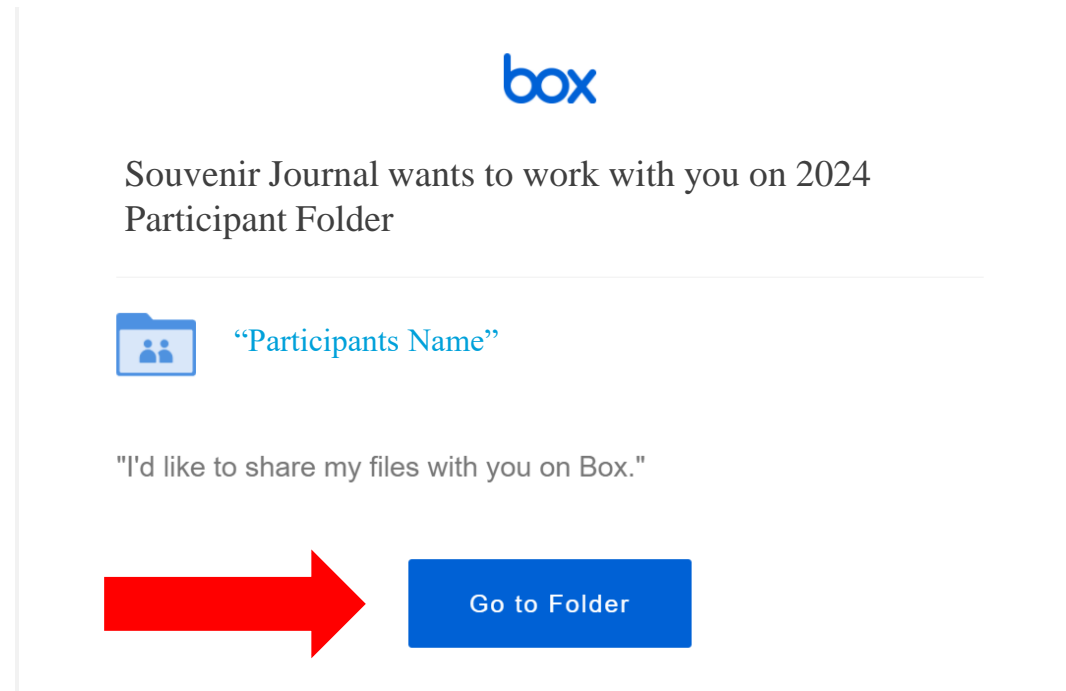
SAVING AND SUBMITTING ADS

- Participants should collect all ads and patron listing/names
- Combine all “same size” ads into one document (see example)
- Upload to BOX folder



CREATE BOX ACCOUNT (STEP 1)

1. You should have an email from Souvenirjournal@deedkcmo.org, inviting you to collaborate on BOX
2. Click on **GO TO FOLDER**



CREATE BOX ACCOUNT (STEP 2)

3. Your default internet browser, will automatically be launched and you will see BOX.com

4. Type your name, create a password, verify your password and hit continue

Create Your Account

Souvenir Journal has invited you to collaborate on "2019 Test Participant"

Signup for a Box account to accept invite

Full Name


Email Address

Password

Phone Number (optional)

Submit

You're invited to collaborate on:



Participant Name

Shared by Souvenir Journal

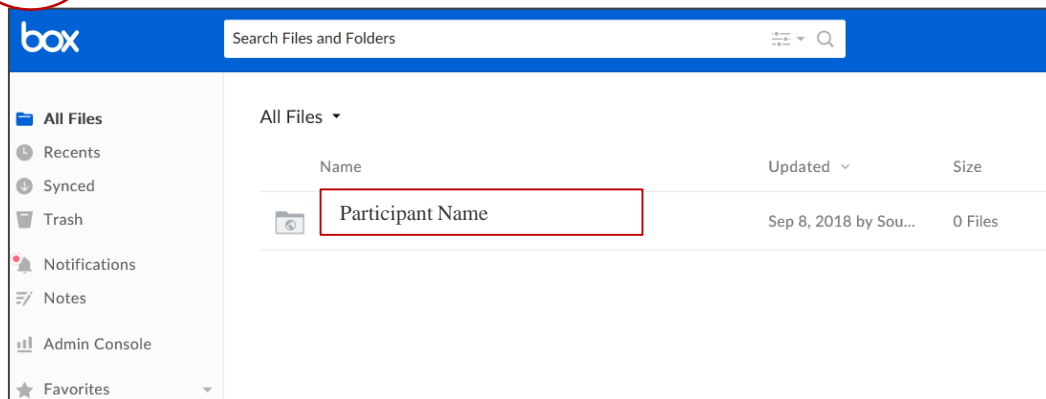
UPLOAD TO BOX FOLDER

1. Double click on the "Ads" folder within your "Participant Name" folder
2. Click on the "Upload" button or the "New+" and "File Upload" button
(Be sure the folder is "Open" prior to uploading)
3. Select the file that you want to upload.

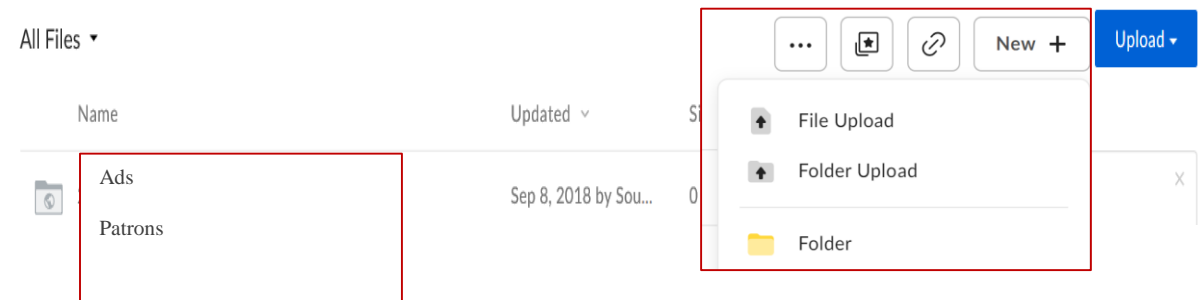
NOTE: Each uploaded AD must be in the following syntax:

Participant Name, Ad Type, and name of purchaser
(e.g., Jane Doe.Half Page Ad.Serenity Funeral Home)

1



2



TRACKING AD SUBMISSIONS

- Before the collection days, the souvenir journal committee will send a tracker that includes all sales (PayPal payments and checks) for each participant
- Before these meetings, participants are required to cross review and ensure it matches their records and all ads are upload to the BOX folder.
- **Online payments made be made via PayPal** at <http://deedkcmo.org/cotillion/participants> You will receive via email, receipts and records when PayPal submissions have been made under your name.
- **Money Order(s), Cashier's Check(s), Personal/Business Check(s) made payable to DEED can be paid in person on collection days or mailed** to the DEED Foundation - Cotillion 2023, P.O. Box 16381, Kansas City, MO 64112. Include the participant's name in the memo space.
- **Record cash and check payments collected for ads/patrons on the "In Person Ad Collection Form"** and turn in on ad sales collection days (i.e. Dec. 15, Jan 12, Feb 16, Feb 23)
 - For returned checks, there will be a \$35.00 service charge. Returned checks must be paid along with the service charge within 7 – 10 business days. DEED will attempt in every way to recover financial losses attributed to returned checks. Individual and/or collective scholarships may be reduced as a result of such fiscal sanctions

TRACKING PATRON SALES

- You will need to complete the “**Patron Listings 2025**” form to capture all patron sales for the reporting period
 - Access the form via your Box Folder (i.e. “Patrons”)
 - Open the form using “Open - Microsoft Excel Online” **prior to** inputting patron names
- In this doc, please tell us how you want the patron names to appear in the Souvenir Journal
 - Examples:
 - Mr. James and Mrs. Mary Nelson
 - Mr. James and Mrs. Mary Nelson (ΔΣΘ)
 - The Ford Family
 - Mr. Sheldon Ledbetter (ΦΒΣ)
- Patron listings are limited to 40 characters. Names/Businesses only. **No messages are allowed.**
- Be sure to update the “Patron Listing 2025” form in your BOX folder before each collection day

NOTE - Proof your list of patrons. Be sure all names are spelled correctly. Be sure to include all Greek affiliations (e.g. Delta, Kappa, Omega etc.) for your sales, if applicable.

PATRON LIST (EXAMPLE)

Patron Listings

Cotillion Participants Name: _____

Each patron listing must be a person and/or business name only. Messages are not allowed. Each listing is limited to 40 characters only. Include NPHC affiliation, as appropriate.

	Reporting Date	Bronze \$30	Color Y/N	Reporting Date	Silver \$70	Color Y/N	Reporting Date	Gold \$100	Color Y/N	Reporting Date	RUBY \$150 (INCLUDES COLOR)
1											
2		Length Limitation - No more than 40 Characters!									
3											
4											
5											
6											
7											
8											
9											
10											

Patron List and Ad Examples

Cotillion 2023 Gold Patrons

Justice Bailey

James Bailey

Baylen Brown

The Shannon Family

A'myrah Cheadle

Earnie & Angie Banks

Kendal Cunningham

Antonio Lovelace Sr.

Milan Grimes

Just Jenay

Natalie O'Bannon (ΔΣΘ)

Tyra Hogan

Karlon, Melissa & Kelcie Turner

Lidia McReynolds

Mrs. Shirley Gideon (ΔΣΘ)

Janine Jenkins (ΔΣΘ)

Austin L. Landreth

Linda Copeland Landreth

Omar & Sharon Rogers

Ed Tucker

Zayne Rice

Tiana Alexander (ΔΣΘ)

Deidre Anderson

Zayne Rice (continued)

Darryl Callahan

Mickey & Sandra Dean

Edward & Cynthia Franklin (ΔΣΘ)

Delbert (ΩΨΦ) & Lora (ΔΣΘ) Griffin

Herb (ΑΦΑ) & Lisa (ΔΣΘ) Hardwick

Dorothy (ΔΣΘ) & Javonne (ΔΣΘ) Patterson

Ron (ΑΦΑ) & Lisa Redd

Glenn Russell

Leonard (ΩΨΦ) & Michelle (AKA) Searcy

Natalie Simms-Patton (ΔΣΘ)

Terry Williams (ΩΨΦ)

Angel Robins

Kristie Brooks

Markus Smith

Karl Carswell

Brandon & Shelley Edington

Darrell & Torey Everette

Donald E. Maxwell LLC

Checo (ΚΑΨ) & Tiarra (ΑΚΑ) Rorie

Nourisha Wells (ΔΣΘ)

Zoe Thomason

Andrea Buford (ΔΣΘ)

Jamal & Dawnan Davis

The Ford Family (ΖΦΒ)

Miriam Maiden (ΔΣΘ)

Mrs. Tamara Sykes (ΑΚΑ)

LaTasha Tuggle (ΑΚΑ)

Lauren Renee Tigner

Congratulations

Lauren

On your participation in the
2019 Cotillion

Bonita Powell

KCMO Alumnae Chapter

Delta Pi — Jackson State University, Spring 201



The Warren Family

Larry, Paula, and Larry

2018 Cotillion Participant

1st place runner-up



Hardwick

Attorneys at Law

celebrating
25
years of service

Congratulations

Lauren Tigner

*We are proud of your participation in Cotillion 2019
May your journey be blessed with happiness and success!*

Herbert E. Hardwick, Esq.

2405 Grand Boulevard, Suite 800 | Kansas City, Missouri 64108 | T: 816-221-9445

IN PERSON AD COLLECTION FORM (EXAMPLE)

Participant Name _JOHN DOE_

	11-12-2023 IN PERSON COLLECTION REPORT						
	Purchaser	Ad Purchased	Color-Y/N	Price	Ad Submitted - Y/N	Payment Type	Notes
1	Darrell & Torey Everette	Patron Listing - Gold (B&W)	N	100.00		Cash	
2	<u>ConneKC</u> Ent	Ad - Business Card (B&W)	N	45.00	Y	Cash	
3	Dr. Anne Lambert Johnson D.D. S.	Ad - Fourth Page (B&W)	N	80.00	Y	Check	
4	Sankofa Construction, LLC	Ad - Fourth Page (B&W)	N	80.00	Y	Check	
5	<u>Frederick & Windolyn</u> Smith	Ad - Whole Page (Color)	Y	225.00	Y	Cash	
6	Gilbert Memorial AME Church	Ad - Fourth Page (Color)	Y	105.00	Y	Cash	
7	Earl Smith - Kappa Alpha Psi	Patron Listing - Bronze (B&W)	N	25.00		Cash	
8							
9							
10							
11							
12							
13							
14							
15							

In-Person Total \$	660.00	Cash =	500
		Checks =	160

OUTSTANDING ITEMS	
Missing/What Needs <u>To</u> Be Done	Due Date

AD COLLECTION DAYS

Ad Sales Collection Days

- Four ad sales collection days: **December 15, January 12, February 16 and February 23**
- During these days, there will be designated appointment times for each participant/parent to review ad submissions and reconcile
 - Details on what to do to prepare for these collection days are listed on the next slide

- The following will not be accepted:
 - Ads not uploaded to BOX
 - Ads not submitted in template format (Word or PDF, .jpg or .jpeg)
 - Funds NOT written payable to DEED

AD COLLECTION DAY CHECKLIST

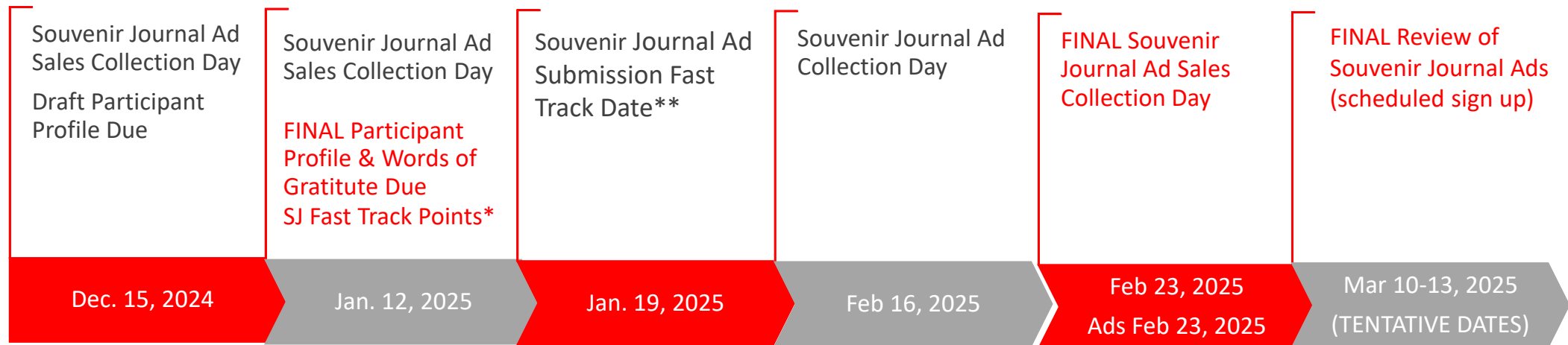


- ✓ I have reviewed the ad tracker sent from the Souvenir Journal co-chairs
- ✓ I have created & uploaded ads in the correct template format to my BOX folder for all my sales, **prior to** the collection session
- ✓ I have updated my “Patron Listing Form” in my BOX folder, **prior to** the collection session (NOTE: Must click “Open – Microsoft Excel Online” before entering data)
- ✓ I have updated my “In Person Ad Collection Form” in my BOX folder, **prior to** the collection session (NOTE: Must click “Open – Microsoft Excel Online” before entering data)

PARTICIPANT RESPONSIBILITIES

- Be familiar with what you are turning in
- Keep good records:
 - Save formatted ads, profiles and forms on a flash drive and/or computer
 - Keep track of all sales and ads
- Turn in ads and money on time
- Upload all ads to box
- Money submitted without a completed ad will be counted as a donation to the scholarship fund
- Notify supporters of reporting dates
- Make sure checks/money orders are payable to DEED

AD COLLECTION & SUBMISSION DEADLINES



Ads submitted after the final deadline listed above will not count towards souvenir sale totals. They will be considered donations.

Fast Track Incentive Points

*25 points will be awarded to all participants who submit at least \$750.00 in ad sales by January 12, 2025

**25 points will be awarded to all participants who submit SJ ads (for minimum \$750 sales by 1/12) by January 19, 2025

SOUVENIR JOURNAL CONTACTS



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Questions? Thank you!

