

February 28, 2011

Dear Leader,

The 2011 Ad book is one of the most important fundraisers Macomb County 4-H Horse Program has. Other than registration, this Ad Book enables our program the opportunity to grow and improve the learning we offer our club members. With the money generated from the ad sales we are able to hire quality 4-H Judges, maintain the show grounds / equipment and purchase the necessities to make our 4-H program a safe and healthy sportsmanship environment.

Please take a moment to review the enclosed packet which explains our Ad Book fundraiser. There is a copy for you labeled **“Leader Copy”**. The Leader copy has all sizes of the ads with the pricing for each size ad. These packets are in the similar format as the Ad Book. There are also two Club Tally Sheets for you to tally the sales from your club members. Please keep all your members ad sales logged on this sheet. This helps when putting together the ad book and in double checking sales. Keep the ad and the money collected for the ad with the ad. You can paper clip it or staple the money or check to the ad. This also helps in keeping the ads and the money collected organized.

Please do not lump all the money in one place and the ads in another or pay by one club check.

The other packets are for the members of your club. Please explain this to your members and have them use their packet to sell as many ads as possible. I enclosed a copy for each member of your club. If you do need more, please make copies.

This year 2011, will once again be challenging. The economy in the rebound stage and our program needs your support more than ever. As the Leader of your club it is up to you to create the inspiration and motivation needed among your members to make 2011 a record year. Please engage all your club members and create a member goal and a club goal. I am asking each member of the Horse Program to set a goal for their self of \$ 100.00 each. I understand not every one is a salesperson and might not be able to achieve that goal, but with a club group effort I am sure it can be attainable. Please work with your club to stay focused and try to sell as many as they can.

This year the Ad Book will be organized again by Jodi Pylar. I will be helping Jodi and between Jodi and me we will put together another spectacular Ad Book for our Program

We need all sales calculated and submitted by May 1st. Please submit all of your sales to Jodi.

Jodi Pylar – email = pylar4@yahoo.com

Mike DeFour – email = mjdefour@comcast.net

If you have any questions, please email either Jodi or me.
Thank you for your support.

Jodi Pylar

Mike DeFour