

Using Journals to Generate Ancillary Income

TICKET SALES, SPONSORSHIP, AND DONATIONS ARE NOT THE ONLY WAYS TO raise money with special events. Many special events offer an organization additional opportunities that compliment the event rather than compete with it. Three of the most common activities are journals, auctions, and raffles. This chapter, which focuses on journals, and the one to follow, which examines auctions and raffles, provide the tools and information needed to help plan successful ancillary activities of this nature.

Like special events, these activities can do much more than just raise money. A journal, for example, may be read by people who don't get your newsletter, so it can be a great opportunity to market your organization to new people. It can also be used to recognize donors, volunteers, and other friends of your organization.

These ancillary income generating activities can carry great risks. If they are inadequately planned or badly executed they can lose money, cost you friends, and hurt your reputation. Because these types of activities frequently occur as part of another special event, they are often given less attention than they require. However, careful planning is essential.

Journals, raffles, and auctions should be planned using the same methodology described in this book for other events. In many cases it makes sense to treat the activity as a separate event in your campaign that happens to be occurring on the same day as another event. Begin by deciding if these activities are right for your organization and if your organization is right for them. Consider your organization's overall objectives and its special event objectives, then set specific, quantifiable objectives for your journal, raffle, or auction.

These activities can be very time consuming. Review Fundraising (Chapter VI) and Personnel (Chapter XI) and determine the best people to assign to each type of task. Create committees that include volunteers, board members, and other friends and have these committees plan and implement the ancillary activities.

Create a budget and a timeline for each activity, no matter how simple it may seem, and select *one person* who will coordinate each project and be responsible for deadlines and commitments.

Determine Prices

Typically, nonprofits offer space in their journal by size ($\frac{1}{4}$ page, $\frac{1}{2}$ page, full page), placement (inside front cover, back cover), and type of paper (gold page). We call these purchases of space “greetings.” See below for more information on the differences between “greetings” and “ads.”

The first question many organizations ask about journals is, “How much should we charge for a greeting?” To answer, begin with a little research. How much do other organizations with similar markets charge for their greetings? Then, consider all of your options. One of the advantages of journals is that they provide many giving levels. Most importantly, determine what your prospects are likely to pay. Solicit prospect lists from the journal committee, the steering and honorary committees of the other events in the campaign, Board members, honorees, staff, and others with a stake in the organization. (See Chapter VI: Fundraising). Review these lists with the people who provide them. Ask about each prospect on the list. How much are they likely to give? Consider this example. You know there is one prospect who is likely to donate \$5,000, but most are more likely to be in the \$100–\$1,000 range. So work your way downwards from the highest commitment. Consider selling the back cover for \$5,000, color full-pages for \$1,000, black and white full-pages for \$600, $\frac{1}{2}$ page for \$350, $\frac{1}{4}$ page for \$200, and business cards for \$100. Those who contribute under \$100 can be offered a line of type or a name listing.

Refine Objectives

Now that you have determined prices, refine your objectives to reflect them. For example:

| <u># to sell</u> | | <u>per greeting</u> | <u>total revenue</u> |
|------------------|----------------------------|---------------------|----------------------|
| 1 | back cover | \$5,000 | \$5,000 |
| 2 | inside front, back covers | 2,500 | 5,000 |
| 4 | full page/color | 1,000 | 4,000 |
| 8 | full page/black & white | 600 | 4,800 |
| 16 | half page/black & white | 350 | 5,600 |
| 32 | quarter page/black & white | 200 | 6,400 |
| <u>50</u> | listings | 100 | <u>5,000</u> |
| 113 | | | \$35,800 |

If the journal is part of an event, you now know that you must either recruit 113 new donors or convince 113 of your current donors to give more (or some combination of the two). If this doesn't seem feasible, rework the objectives and the pricing until you have something realistic.

Finally, determine what it will cost to create the journal—printing, design, and staff time—to determine whether to proceed.

Solicit and Track Greetings

The most important task of the journal committee will be to solicit greeting sales and to follow-up on those solicitations. (See Chapter V: Fundraising). Using the prospect lists that were prepared by the committee and others, create a database of all prospects. Determine the information you will need to track contacts and commitments, including name, contact information, who referred the prospect, date solicitation is sent, date follow-up

call is made, the size of the greeting purchased, et cetera. Send a written solicitation to each prospect that is either followed or preceded by a phone call. The written solicitation can include samples of greetings and must absolutely include a deadline to receive greeting copy and/or art. It is very important to track and follow-up on all commitments. Also, make sure that any questions about the greetings are answered before they arrive, such as whether the greeting is from an individual or the company for which she works.

Editorial Content

The greetings are only part of the journal. Determining what else to include will depend on the purpose of the journal, the budget, and the objectives. If the journal celebrates the 10th anniversary of your organization, you may want to include a year-by-year history. If it is for an event with three honorees you may want to include a short biography of each one. Other material may include lists of the Board of Directors, staff, and all or major funders. (See page 12-A for a checklist of program contents.)

Production

The content of your journal will be partly shaped by the format. The format will be shaped by the content, the budget, and the wants of your market. How many pages will be devoted to copy other than greetings? It depends on what you want to include, but it also depends on what each additional page will cost to print. Do you want to have photographs? Will any of it be in color? Do the pages need to be glossy or is it enough to have a glossy cover? If you are selling greetings for \$100 a page you want the journal to look nice, but glossy color pages may be way beyond your budget.

Begin by looking at other organization's journals to get an idea of what you want yours to look like. (If your organization has produced a journal in the past, pull it out. Do you want your new journal to look like the old one?) Call a few printers to get estimates for similar jobs. Ask the printer to explain variables like the cost for additional pages or additional copies. When you decide on a format that fits your budget and your market, create a request for proposals and get bids from several printers. Before making a final decision on printers, check references. What is the quality of their work? Do they deliver on time? When you make your final selection, create a written agreement that includes deadlines and delivery dates which the printer will sign.

Determine who will design, layout, and proofread the copy and the greetings. Some people may send you greetings that are "camera ready" while others may just send you copy and expect you to lay it out. Determine who will do this work and whether you will charge extra for it. If you plan to hire a designer, use a process similar to selecting the printer. Many organizations are able to find volunteer designers. That is wonderful and generous but you will still want to check references (tactfully, of course) and create a written agreement.

Deadlines are an essential part of planning a journal. Meet with your designer and printer and establish realistic deadlines. Let everyone involved in the journal know what the deadlines are and remind them frequently. Although you may want to allow as much time as possible to sell an additional greeting, you don't want the journal to be warm from the printing press when your event begins. Leave ample time to carefully proofread every word of every page, especially the greetings. It is embarrassing and potentially hazardous to spell donors' names incorrectly.

A Jargon Issue

If your organization is a nonprofit recognized by the Internal Revenue Service, then contributions to it are tax-deductible by the donor. If your organization sells “advertising” in its publication, the purchaser has bought something with a market value instead of making a contribution. Thus, their purchase is not tax deductible as a contribution (except as an expense by businesses). In addition, your organization has engaged in a moneymaking activity outside of its regular program activities and must consider the income as earned income.

On the other hand, a donor may make a contribution to your organization in exchange for a “greeting” which, in the eyes of the IRS, has no market value. That contribution is tax-deductible and the income is considered a donation.

Final Thoughts

A journal can be for a specific event, such as a program for a play or a booklet listing honorees and donors. It can also be a freestanding activity, separate from all of the other activities in your special events campaign, similar to an annual report. A journal can be simple and inexpensive to produce, photocopied onto 8½ x 11 paper and folded in half, or it can be more complex and costly, printed in color on glossy paper. Regardless of your journal’s level of sophistication, make sure you have enough time, hands, and money to get it done right. No matter how elaborate it ends up being, if done well, a journal provides yet another way for potential donors to give to your organization.

TOOLS

Journal Editor's Contents Checklist

A special event journal may include some or all of the following items. To make the best use of this list, use it as a starting point for preparing a more specific checklist for the journal you are editing. Also, review the Printed Materials Checklist (see page 8-A) for other ideas.

A. Cover/Back Cover

1. Art
2. Copy

B. Table of Contents

C. Acknowledgments/ Credits/Listings

GENERAL:

- Funders: Corporate, Government, Foundation, Individual, Other
- Government Officials
- Directors/Trustees
- Honorary Committee/Advisory Board/Friends
- Steering Committee Members
- Other Committee Members
- Contact information: address/phone/fax/web/email
- Volunteers
- Staff
- Consultants

- Suppliers
- Other Organizations/Colleagues
- Clients
- Members

EVENTS SPECIFIC:

- Facility
- Caterer
- Decorator
- Photographer
- Graphic Artist
- Printer
- Donors: Tickets, Journal, Auction, In-kind, General
- Participants
- Performers
- Sponsors

D. The Organization

- History (Organizational timeline)
- Current Programs
- Future Plans
- The People (see item C)

- Financial Information
- Funders/Contributors
- Photographs/Illustrations
- Proclamations (from government officials)/Testimonials/Letters
- Mission statement

E. Speakers/Entertainment/ Performers

1. Schedule/Program
2. Biographies
3. Photographs

F. Articles

G. Greetings

H. Contribution/Volunteer Appeal and Reply Envelope/Postcard/Return Coupon

Journal Table of Contents

The South America Fund 3rd Annual Benefit Gala

Table of Contents

| | |
|---|--------------|
| Letter from President/Executive Director | Inside cover |
| The 3 rd Annual Benefit Gala Program | 1 |
| Honorees | 2 |
| Event Chairs and Committees | 4 |
| Special Contributors (listing) | 6 |
| Gala Benefactors and Sponsors (listing) | 7 |
| Gala Patrons, Friends, and Partners (listing) | 8 |
| Overview of the Work of The South America Fund | 11 |
| The South America Fund in the Press | 12 |
| Greetings from our Supporters | 13 |
| The South America Fund Board and Staff | 14 |
| Acknowledgements | 22 |
| How to Help | 24 |

Sample Journal Greetings

The buyers of journal greetings should have the ultimate decision of what their greeting says, but people frequently like to have some ideas from which they can work. Use the following samples.

John Castino is proud to sponsor The Triangle Community Center and congratulates Lisa Pilgrim on her 25 years of dedication to the field of child services.

We Care Services congratulates The Triangle Community Center and **Juan Jimenez**.

Mr. and Mrs. Harvey Kasten are proud to honor the achievements of The Triangle Community Center and *its staff and Board of Directors*.

Ms. Sandy Harris joins *top-shelf.com* in celebrating the achievements of The Triangle Community Center.

We send our support and best wishes! **Harry Thomas and National Center for Affordable Childcare**

Congratulations and best wishes for continued success from your friends at **Kid's Place**.

Global Bank is proud to be a sponsor of The Triangle Community Center and its 5 outstanding Honorees.

Congratulations The Triangle Community Center on a job well done! **Mr. John Stanford and Ms. Ellen Scheiner**

Children Today is proud to join with The Triangle Community Center in honoring **Dr. Jack Tobin**.

The Penelope Merriweather Foundation salutes The Triangle Community Center and its outstanding honorees.

Who joins **Tasty Cakes International** in honoring **Maribel Cruz-Morganstern**? We do!

We are proud to honor **Janice McQuinn of Agenda for Student Empowerment**. Thank you, **Jan** for working to make the world a better place.

Sincerest congratulations to the **Middle School Linkage Program** and The Triangle Community Center.

Journal Timeline

(For a more in-depth discussion of timelines (and additional samples), please see chapter IX.)

| Elderly Adventures 5th Anniversary Commemorative Journal Timeline | | | |
|---|-----------------------|------------------------|-----------------------------|
| <u>STEPS</u> | <u>START DATE</u> | <u>FINISH DATE</u> | <u>RESPONSI- BILITY</u> |
| Determine fundraising objectives for journal | | | |
| Determine journal budget | | | |
| Determine greeting prices | | | |
| Determine number of journals to print | | | |
| Send RFPs to printers | | | |
| Establish financial control system | | | |
| Determine design process (add steps to timeline later) | | | |
| Prepare greeting solicitation and cover letter copy | | | |
| Approve greeting solicitation copy | | | |
| Solicit lists from staff, event committee, and Board members for journal solicitation | | | |
| Compile lists of journal solicitation targets | | | |
| Produce solicitation letter | | | |
| Determine format/contents of journal | | | |
| Compile journal background materials | | | |
| Maintain financial control system (on-going) | | | |
| Choose printer/sign letter of agreement | | | |
| Personalize and mail solicitation letters | | | |
| Follow-up journal solicitation by phone (on-going) | | | |
| Write journal copy | | | |
| Evaluate journal sales with chairs (and adjust fundraising plan accordingly) | | | |
| Coordinate design of journal | | | |
| Review and edit copy for journal (fill in blanks) | | | |
| Follow-up on greeting copy not received | | | |
| Evaluate journal sales with chairs (and adjust fundraising plan accordingly) | | | |
| Evaluate journal sales with committee chairs (and adjust fundraising plan accordingly) | | | |
| Absolute deadline to receive greeting copy (date) | | | |
| Evaluate journal sales with committee chairs (and adjust fundraising plan accordingly) | | | |
| Send journal to printer | | | |
| Review blue-line, make changes if necessary | | | |
| Receive journal from printer | | | |
| Send journals to journal donors not attending event | | | |

Request For Proposal: Journal Printing

Dress to Impress 10th Anniversary Journal

Dress to Impress is publishing a journal in connection with its 10th Anniversary Cocktail Party. Please make a bid using the specifications listed below. All bids must be received *in writing* on or before February 15, 2005.

| | |
|-----------------------|--|
| Quantity: | 1,500 |
| Size: | 8 1/2 x 11 |
| Pages: | 80 plus cover |
| Binding: | Perfect binding |
| Illustrations: | Disk supplied, including approximately 24 half-tones |
| Paper: | Cover: 80# Inside pages: 40# |

Quote #1:

- Cover, back cover, inside covers – 4 color
- twelve 4-color pages

Quote #2:

- Cover, back cover, inside covers – 4 color
- black text (no color pages)

Journal Committee Annotated Agenda

The International Coffee Growers Association Journal Committee Meeting

I. Introduction

- A) Introduce committee members
- B) Review agenda

II. Journal content

- A) Why do it?
 - 1. Establish objectives
 - 2. Determine if it is likely to fulfill its objectives
- B) What work is involved?
 - 1. Review tasks
 - 2. Review timeline
- C) What will it look like?
 - 1. Review last year's journal
 - 2. Review samples from other organizations

III. Journal committee role

- A) Reasons to have a committee:
 - 1. To plan
 - 2. To implement
 - 3. To fundraise
- B) Role of Chair:
 - 1. To lead process
 - 2. To follow-up and make sure committee members do what they say they will do

IV. Targets

- A) To answer the question, "is it likely to make money?," list the following:
 - 1. Categories of people to solicit
 - 2. Names of people within the categories
 - 3. Amount donors are likely to contribute at various greeting sizes
- B) Establish plan to follow-up the above process with other committee members
- C) Making the ask:
 - 1. Ensure that each member is able to explain why we're doing a journal
 - 2. Ensure each member knows who they are responsible for asking

V. Next steps

- A) Chair and members solicit other committee members
- B) Chair solicits names/amounts from committee members
- C) Determine initial budget and evaluate probable success
- D) Create plan and timeline
- E) Decide division of tasks on timeline

Information for Journal Greeting Solicitors

February 15, 2005

Mr. Tom Jester, Vice President
Chrombank
1213 Main Road
Hanover, PA 12567

Dear Tom:

As you know, we are compiling a program to commemorate the 10th Anniversary of Wheels for Tots. The purpose of this program is to raise funds for our youth bicycle programs. We are counting on you to help us make this a success. This campaign will be the major fundraising effort for the year, and if we all work together it will be very successful.

We have set an ambitious goal of selling 100 pages of “greetings” in the program. Please let me know how many pages you think you will be able to sell. Prices for the greetings are as follows:

- \$1,500 for full-page greetings in color
- \$1,000 for full-page greetings in black and white
- \$500 for half-page greetings in black and white
- \$375 for a quarter-page greeting in black and white

Enclosed with this letter are instructions and helpful hints for soliciting greetings. Please note that it is important to use the word “greeting” and not “advertisement.” Greetings are tax-deductible as charitable contributions, while advertisements are not. The deadline for receiving program copy, July 1, 2005, is very close. Solicitation of the greetings must begin by May 15 in order to leave enough time for follow-up.

If you have any questions about this, please call me.

Sincerely,

Octavia Sully
Executive Director

Information for Journal Greeting Solicitors

- 1. Determine your objectives.** How many greetings can you reasonably sell at each level? Be ambitious but realistic. Remember you can sell in amounts as low as \$375. How many greetings can you sell at that price? At \$500? \$1,000? \$1,500? Contact John Thurgood this week to let him know what your goal is.
- 2. Identify the targets.** Who is likely to buy a greeting in our journal? Consider the following categories of people:
 - People who have contributed to or joined Wheels for Tots at your request in the past
 - People who have attended events with you and enjoyed them
 - Featured speakers from past events
 - Children’s service providers (dentists, pediatricians, etc.)
 - Businesses with an interest in children (bookstores, clothing stores, toy stores)
 - Your personal and professional contacts (see #4 below)

For each category:

Make a list of your friends, professional acquaintances, or peers, who would be able to purchase a greeting. Forget what you are going to ask for and just make a list of all the names you can think of in each category who can write a check (either personally or through their business) for \$1,500—the price of a full-page color greeting. Don’t consider if they are likely to write the check, just if they are *able* to write a check of that size. Do this for every category. Reconsider each category for the \$1,000, \$500, and \$375 level. Remember, you want the *names*. IBM will not give money to Wheels for Tots. A person at IBM who you can get on the phone may.

- 3. List what you will offer to contributors.** They give Wheels for Tots money and they get a page in the program. But there is more to the transaction than that. List what else they get for their money. Consider the intangible benefits as well as the tangible.
 - Recognition that they are supporting the organization’s work in the journal, our annual report, and on the website
 - Tax-deductibility
 - The good feeling that comes from supporting an important cause
- 4. Enlist the fundraising team.** Get help soliciting greetings. People donate money when they are asked to do so by people they know. A large pool of askers increases the number of friends and peers who can be asked, which increases the chances for success. Who are these potential “askers”? Anyone who cares about Wheels for Tots and its mission. This includes anyone on your list of targets. Think of each of the people you listed. Which of them would like another way to help us? Ask them if they will help.

When you have a fundraising team, repeat the brainstorming exercise for identifying potential contributors. Each new person on the team will come up with additional names.

IMPORTANT! In order to avoid asking the same person or institution twice, keep a master list of prospects and responses.

Practice how to ask. Enclosed with these instructions are a solicitation letter and an order form to send to each prospect. We want to make the ask as personal as possible. If you know the person you are asking, call them first and ask if you may send the information. Feel free to change or personalize the letter; please do not change the order form. If you are asking someone you don’t know as well, you may want to send the solicitation and then follow-up with a phone call. You decide what is appropriate.

The letters should go out by May 15 and the follow-up phone calls made the following week. People will not respond to a letter from someone they don’t know, so don’t just send them out blindly to all child-related businesses in your area. The key to the success of this is the follow-up.

Begin making your prospect lists today. Plan to begin mailing letters by the end of the week. Call every person to whom you mail the letter.

- 8. Use a case statement worksheet to make your case.** If you need to, practice asking by role playing with a friend.

Wheels for Tots is counting on the success of this Campaign.
If you have any questions or need more materials, please contact Ariel Bampton at
(207) 555-9696 or by email at Ariel@wheels4tots.org

Journal Greeting Solicitation Letter

April 28, 2005

Mr. Willie Jones
Puddin' Head Products
1256 Main Street
Glenvalley, PA 14536

Dear Mr. Jones:

I invite you to support one of our most significant events in recent memory—the 10th Anniversary of Find Your Voice – with a greeting in our commemorative program.

As you might know, Find Your Voice is hosting a gala evening at the Highland Hotel on October 11, preceded by a cocktail reception. The event will celebrate the longstanding dedication of Find Your Voice's Founding Chair, and ten years of great work within this organization. The evening will also give Find Your Voice's Board of Directors, staff, and friends the opportunity to celebrate ten years of working together to give young people the opportunity to express themselves and their opinions.

To commemorate this occasion, we are preparing a beautiful magazine-style color program. More than three hundred copies will be distributed during the event, and later, copies will be distributed to Find Your Voice supporters who did not attend the dinner. The audience for the journal will include hundreds of influential politicians, business people, and philanthropists from Glenvalley, Hanover, Whispering Hills, and Bentontown.

Please consider including a greeting in this historic document to express your support for Find Your Voice by completing the enclosed form and making a tax-deductible contribution.

Please call me or Serina Allegro at (207) 555-6789 for further information. Thank you for your ongoing support of Find Your Voice.

Sincerely,

Chuck Toonces
Executive Director

Journal Greeting Order Form

Yes! I will participate in Find Your Voice’s 10th Anniversary Celebration by:

- Enclosing my tax-deductible contribution for a greeting in the 10th Anniversary Commemorative Program as follows: (Program size is 8½" X 11")
 - \$2,500 for a color back cover
 - \$2,000 for a color inside cover
 - \$1,500 for a color page inside
 - \$1,000 for a black-and-white page inside
 - \$500 for a black-and-white half-page
 - \$375 for a black-and-white quarter-page
 - I’ve enclosed camera-ready copy for this greeting.
 - Please typeset the attached copy for this greeting (for an additional \$50).
- Making a tax-deductible contribution of \$____. (All donors of \$125 or more will be listed in the journal)
- Attending the Cocktail Reception and Gala Dinner. Please send me an invitation.

AUTHORIZING SIGNATURE _____
(Please print or type)

MR./MS./OTHER _____ **NAME** _____

TITLE _____

COMPANY/ORGANIZATION _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

DAYTIME PHONE (____) _____ **EMAIL** _____

Please make contributions payable and return with this form to Find Your Voice. Contributions are fully tax-deductible. For more information, please call Chuck Toonces at (207) 555-6789.

Procedures for Processing Journal Greetings

ADMINISTRATIVE ASSISTANT

1. **DAILY — Open mail.** Open envelopes and date stamp the order form.
2. **DAILY — Make copies.** Make one copy of the check, one copy of the order form, and one copy of the greeting copy. Clip all of the copies and the originals together and give to Journal Coordinator.
3. **DAILY — Handle rejections.** File declinations in the binder alphabetically by company/organization name (or by last name if there is no company).

JOURNAL COORDINATOR

1. **DAILY — Review orders.** Make sure orders include payment, order form, and journal copy. Proofread each greeting, and contact the donor or take other appropriate action if any errors are discovered or questions arise. If any of the above is not included, contact the donor to get the item(s). The only exception is when a contribution is made and the donor does not want a journal greeting.
2. **DAILY — Review greetings.** Proofread typeset greetings faxed to Bouncing Babies by the designer. Correct/approve and fax back.
3. **DAILY — Enter information into the spreadsheet tracking system (see example earlier in this chapter).**

Column 1 Leave Blank

Column 2 Name. Enter the name of the company/organization making the contribution in this column. If there is no company, use the person's name (last name, first name).

Column 3 Greeting Type. Enter the type of greeting: **Q** for 1/4 Page, **H** for 1/2 Page, **F** for full-page, **C** for Cover, and **N** for no greeting.

Column 4 Greeting Size. Enter – in decimal format – the size of the greeting: 0.25 for 1/4 page, 0.5 for half-page, 1.0 for full and cover pages, and 0 for no greeting.

Column 5 Amount Pledged. Enter the amount the donor has promised to contribute to Bouncing Babies for the greeting. Use only if the contribution has not been received. When the amount is received, enter 0 in this column.

Column 6 Amount Paid. Enter the amount received. When money pledged (from column 5) is received, enter it here.

Column 7 Date Paid. Enter the date the payment was sent to Accounting.

Column 8 Copy Received. Enter the date that the copy for the greeting was received by Bouncing Babies.. If copy has not been received, do not enter a date.

Column 9 Final. Enter the date the greeting design was approved and finalized. Include the initials of Bouncing Babies staff member who approved the design.

4. **DAILY — Print status report.** After updating the tracking system, print out a new copy of the status report in date-of-receipt order, and insert it in reverse chronological order in the front section of the binder.
5. **DAILY — File Information.** Attach documents in the following order: original order form, a copy of the greeting copy, a copy of the check, and accompanying correspondence.

Hole-punch each stapled bundle and insert it in the Bouncing Babies *Journal Binder* in alphabetical order by company/organization name or by the donor's name (if there is no company). Clip the check, the copy of the order form, and the original greeting copy together.

6. **WEEKLY (Each Friday) — Send checks, copies of order forms and original greeting copy to Bouncing Babies.** Fax them a list of the payments being sent, including donor name and amount. They will pass the greeting copy to the designer.
7. **WEEKLY – Send acknowledgement/thanks letter to donor.**

Journal Greeting Tracking Form

Ridgewood Park's 10th Anniversary Journal Greeting Tracking Form

| | Name | Greeting Type | Greeting Size | Amount Pledged | Amount Paid | Copy Received? | Check Received? | Design Approved |
|----|------------------|---------------|---------------|----------------|-------------|----------------|-----------------|-----------------|
| 1 | Smith Cement Co. | Q | 0.25 | 0 | 375 | 5/16/2005 | 5/16/2005 | |
| 2 | Thomas, Stan | F | 1 | 750 | | 5/22/2005 | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| 6 | | | | | | | | |
| 7 | | | | | | | | |
| 8 | | | | | | | | |
| 9 | | | | | | | | |
| 10 | | | | | | | | |

Journal Contents Tracking Form

Ridgewood Park's 10th Anniversary Journal Contents Tracking Form

| Page | Section | Writing Arranged | Material Obtained | Copy Edited | Copy To Typesetter | Proofs Received | Proofs Approved | Sent To printer |
|------|-----------------------|------------------|-------------------|-------------|--------------------|-----------------|-----------------|-----------------|
| 0 | Front Cover | | | | | | | |
| 1 | Front inside cover | | | | | | | |
| 2 | Table of Contents | | | | | | | |
| 3 | Acknowledgments | | | | | | | |
| 4 | Photo | | | | | | | |
| 5 | Greetings: Company | | | | | | | |
| 6 | Articles | | | | | | | |
| 7 | Greetings: Individual | | | | | | | |
| 8 | Greetings: Company | | | | | | | |
| ↓ ↓ | | | | | | | | |
| ↓ ↓ | | | | | | | | |
| 28 | Greetings: Company | | | | | | | |
| 29 | Board List | | | | | | | |
| 30 | Staff List | | | | | | | |
| | Back Cover | | | | | | | |
| | Back Inside Cover | | | | | | | |