

November 15, 2007

Dear Arizona Mile High VBC Parents,

Over the years, the Yearbook Fundraiser has been one of the best ways to earn credits for your volleyball bill. In 2005-06, the club did not offer this fundraiser, so Ann and Steve Hein stepped up to bring it back in 2006-07.

Because of the late start, only 14 girls participated last year. They raised over \$3000 in ad revenue, with \$2250 going to their volleyball accounts. Too many girls missed out on a great opportunity!

This year we are starting earlier. Some businesses still have ad revenue available for 2007, so you can solicit their ads before the end of December. Other businesses may not have any 2007 money available, but soliciting them now will put you first in line for an ad in January.

Ann Hein has been an art teacher at various schools in the Prescott Unified School District for almost 20 years. She has experience in graphic design, having worked for two newspapers, including the Prescott Courier. She also is working on a school yearbook at Taylor Hicks this year. Steve Hein will be the pickup person and contact for your ads. He will meet you at practice to pick up your ads and answer your questions.

REASONS FOR THE YEARBOOK:

- Generate revenue for your player's AZMHVBC account. In the past some girls paid for their entire volleyball club experience through the sale of ads.
- Give exposure to our club. The merchants that place their ads in the book will share a bond with the girls that they will see starring on the tri-city area high school volleyball teams. They will know that they supported your girls during their formative years. Their companies will gain exposure as companies that support our local girls. Instead of making a random monetary donation, they get an ad in a directory that will be shared with hundreds in the tri-city community. They also can write their donation off as a business expense.
- The girls have a memento of their AZMHVBC experience. It's fun to look back at the previous books and see how the girls have grown.

SO LET'S GET STARTED:

- Go out and sell ads as soon as possible. All donors will receive a thank you letter, a yearbook and an ad in the book. Make sure they know that their ad should be: 1) Completed by them or, we can set up an ad for them using the material and logos they provide; and 2) Black and white (NOT with an all black background.) Checks should be made out to: AZ Mile High VBC.
- Each team has a team picture. The older teams will also have individual bios. Because each player gets a book, each player should try to get at least one ad, to help offset the cost of the book.
- Financial Breakdown: 75% of all ads are given to the player; the rest goes for expenses and the club. Ad prices went up slightly for the first time in at least 8 years. See sample ad page.
- Deadlines: we want to get this book out as soon as possible. Preferably the first week of February. That means all ads by the end of January. Turn in the ads as you get them, and we will try to get credit onto your accounts soon after that.
- If you have questions, contact Steve or Ann Hein at 443-8778. Email sahein@cablone.net