



January 28, 2019



Dear Leader,

The 2019 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 funds generated from the ad sales we are able to have a Year-End Awards Banquet, 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 packets which are available on the MSU Extension website. There will be a copy labeled **“Leader Copy”**. The Leader copy has instructions and all sizes of the ads with the pricing for each size ad. These packets are in the same format as the Ad Book. The other packet is for the members of your club. Please explain this to your members and have them use this packet to sell as many ads as possible. There is a receipt form if needed for each ad sale. There is also a Club Tally Sheet 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. Please paper clip 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.**

These packets, tally sheet and receipt form can be downloaded from the MSU Extension website.

This year 2019 as the Leader of your club it is up to you to create the inspiration and motivation needed among your members to make 2019 a record year. Please engage all your club members to help them sell as many ads as possible. I do not want to create an environment where there is an unachievable goal to where members will not be able to participate because they couldn't meet the goal. **Please do not create a Mandatory Goal.** Instead encourage and challenge them to sell a minimum of 6 ads. I understand not every one is a salesperson and might not be able to achieve that minimum, but with a club group effort I am sure it is attainable and will surpass last year. Please work with your club to stay focused and try to sell as many as they can. Please inspire them not to stop at the 6 ad minimum.

This year the Ad Book will be organized by Wayne and Annette Reeves.

We need all sales calculated and ads submitted by **May 1<sup>st</sup>**.

Please submit all of your ads and ad sales to, Wayne Reeves – email: [macombadbook@gmail.com](mailto:macombadbook@gmail.com) or make arrangements to get the submissions to Wayne – cell phone: (843-263-2553)

If you have any questions, please email Wayne at [macombadbook@gmail.com](mailto:macombadbook@gmail.com)

Thank you for your support.

Mike DeFour  
President  
Macomb County 4-H Horse Program

