

**KAWARTHA QUILT GUILD**  
**ADVERTISING CHAIRPERSON - DUTIES**

*(New position created 2018)*

*Duties Document Updated - Aug 24, 2019*

**LIAISON**

- Liaise as required with President, Secretary, Treasurer, and Newsletter Editor. (others if required)
- Liase as required with Advertisers

**REQUIREMENTS**

- A computer will be required for invoices and email.
- Long distance charges could apply for contact by telephone. *(I personally have a long distance plan so there is no charge.)*

**REPORTING**

- Report monthly at Guild meeting regarding Advertising updates or news.
- Attend and report to Executive Committee meetings as scheduled.

**FILING**

- Keep a log of all Advertising transactions.
- Keep an up-to-date file or page in a binder *(method of your choice)*, of each advertiser which should include: email address, business name and address, phone number, contact name, and details of their account with KQG. *Any other details that you find helpful can be kept at this location. (I log phone calls and contact made with each)*
- Contact with:
  - Secretary, concerning mail/cheques
  - Treasurer, concerning mail/cheques/receipts
  - Newsletter Editor, concerning content and advertisement size. (Placement is at the discretion of the Newsletter Editor.)

## **FORMS**

- Provide properly completed forms to the Treasurer on a timely basis.

## **YEARLY INVOICES:**

- Generate a yearly invoice (free programs are available on-line) in **JUNE** and forward by email, or by mail, to each advertiser.

*(Current fees for 2019-2020 are \$75 for a business card advertisement; and \$150 for a 1/4 page advertisement. This advertising is for September through to June - 10 months and has been the same amount for several years).*

*(ADVICE: include your name and personal contact phone number for inquiries.)*

- Follow up in **JULY** with a reminder for those who are unpaid (phone or email)
- Continue to follow ups in a timely manner until payment is received.
- Request a receipt to be issued by the Treasurer, if requested.

## **NEWSLETTER DISTRIBUTION (to Advertisers)**

- Forward an email with attached copy of monthly newsletter, to each of the advertisers as soon as possible, once published.

## **ADDITIONAL ADVERTISERS:**

- On occasion there will be a request for a periodic advertisement (for a special shop hop etc.); follow-up with them will include the above process.

## **NEW ADVERTISERS:**

- Periodically, contact local quilt-related businesses/vendors who are not advertising with us to see if they have such an interest. *(It will also be helpful to keep a listing of these contacts and their response.)*

## **OTHER**

- Keep Advertising Chairperson Duties document current.
- Provide up-to-date files to KQG contact for next Advertising Chairperson.

*UPDATED - Aug 24, 2019*