



Service Girls Soccer Program Media Guide Fundraiser

What is a Media Guide:

A media guide is a publication printed by teams at the start of the sporting season. It features information about the coaches and players, season schedule, pictures from games or other events and is a way for local businesses to support the team by placing ads that promote their business to the community. Family or friends of players may also place ads to support their player or team. These magazine quality guides also serve as a keepsake for players and their families. *Scan the QR code at the top of this page to learn more.*

Player Instructions:

Each player in the SHS Girls Soccer Program is expected to **sell at least 3 ads** but is encouraged to sell more and/or seek donations to the program not associated with a business or ad. Prizes will be awarded to the top three sellers.

Please write your name and phone number on the bottom of each ad form and take the form with you when visiting businesses or talking to family or friends. Read the form carefully and complete all information. If you wish to email the business/family/friend or print more forms, they are available for download on the website: www.shssoccer.org

When approaching businesses, it is recommended that you first contact organizations that you and your family do business with such as doctors, dentists, insurance agents, favorite restaurants, coffee shops, etc. These businesses are already familiar with you and it may be easier to sell to them. Partner with a teammate and go in pairs if you prefer.

Wear your SHS jersey or school colors when you contact businesses, family or friends and take time to present the Media Guide information in a thorough and professional manner and show your enthusiasm for being a Lady Cougar. Let the business know that the **funds raised through the Media Guide will go towards uniforms, equipment, supplies, fees, awards, and team banquet.**

Make sure you **follow-up with each business, family or friend** that says, "Let me think about it." Sometimes this will take two or three visits. Call or visit them again in a couple days.

Be gracious to all you speak to and express your gratitude for their time. Even if they decline the opportunity this year, your politeness and appreciation will lead to success in the future.

It is recommended that you take a folder or large envelope and paper clips with you to protect the logos, graphics or photos and funds that the business, family or friend provides to you.

Checks should be made payable to: Service Girls Soccer Booster Foundation (SGSBF).

Businesses may also pay with credit card at shsbooster.square.site

When you have the business, family or friends logo, photos or graphics they would like to use for the ad, along with the completed form, and funds, please turn them in to your coach at your next practice. *Note: the Booster Club reserves the right to reject any ads that may be inappropriate for use in our guide.*

If you have questions, please call or text Faith Schuld at (907) 351-5228 or Christy Lawton at (907) 750-1962 or email us at servicegirlssoccer@gmail.com.

Your hard work and dedication is appreciated!

All forms, logo/photos and money must be submitted by Tuesday, April 5th!

