Ward Magazine Representative

Campaign Instructions

GOAL: Contact every nonsubscriber, and invite them to subscribe. Return orders and payments within one month of receiving this notice. **The key to a successful campaign is to contact EVERYONE not currently subscribing.**

How to Succeed:

1) **Familiarize yourself with the "Tips for Success"** *(see reverse)*.

2) **Identify potential subscribers.** Obtain the ward directory from your ward clerk. On that directory, highlight the names of those not found on the enclosed List of Current Subscribers *(see figure A)*.

3) **Divide the workload.** Divide the highlighted names on the list into groups. Work through the ward executive secretary to have a campaign assistant or two assigned for each group. (Note: This is a short-term assignment, so capable, energetic people with other callings may be used.)

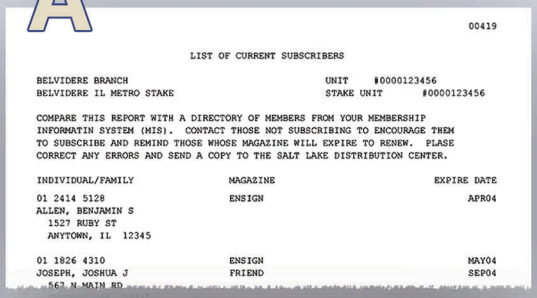
4) **Organize your assistants.** Give each assistant:
   - ❑ A list of potential subscribers to contact.
   - ❑ Copies of the campaign assistant instructions *(see figure B)* and "Tips for Success" *(see reverse)*. Make copies as needed.
   - ❑ Subscription offer brochures *(see figure C)*.
   - ❑ A worker's report envelope *(see figure D)*.
   - ❑ A completion date. (Write it on the campaign assistant instruction sheet).

5) **Collect each assistant's report envelope as soon as the assignment has been completed, and give the envelopes immediately to the ward financial clerk.**

6) **Verify subscription orders and payments with the financial clerk.**
   - ❑ Verify that the payments in each envelope equal the total balance written on the envelope.
   - ❑ Group orders by: cash, check, or credit card.
   - ❑ Have the clerk deposit the cash.

7) **Send subscription orders and payments.**
   - ❑ Have the financial clerk make <u>one</u> check payable to CPB (Corporation of the Presiding Bishop) for the total amount of cash received.
   - ❑ Place all subscription orders and payments in the business reply envelope *(see figure E)*, and mail it to the Salt Lake Distribution Center.

A List of Current Subscribers



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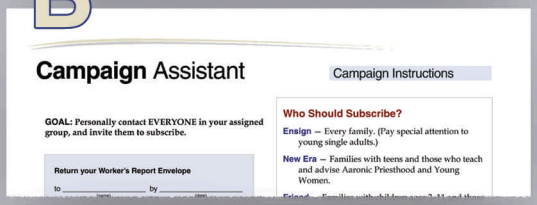
LIST OF CURRENT SUBSCRIBERS

BELVIDERE BRANCH — UNIT #0000123456
BELVIDERE IL METRO STAKE — STAKE UNIT #0000123456

COMPARE THIS REPORT WITH A DIRECTORY OF MEMBERS FROM YOUR MEMBERSHIP INFORMATIN SYSTEM (MIS). CONTACT THOSE NOT SUBSCRIBING TO ENCOURAGE THEM TO SUBSCRIBE AND REMIND THOSE WHOSE MAGAZINE WILL EXPIRE TO RENEW. PLASE CORRECT ANY ERRORS AND SEND A COPY TO THE SALT LAKE DISTRIBUTION CENTER.

INDIVIDUAL/FAMILY	MAGAZINE	EXPIRE DATE
01 2414 5128 ALLEN, BENJAMIN S 1527 RUBY ST ANYTOWN, IL 12345	ENSIGN	APR04
01 1826 4310 JOSEPH, JOSHUA J 567 N MAIN RD	ENSIGN FRIEND	MAY04 SEP04

B Campaign Assistant Instructions



Campaign Assistant — Campaign Instructions

GOAL: Personally contact EVERYONE in your assigned group, and invite them to subscribe.

Return your Worker's Report Envelope to _____ by _____

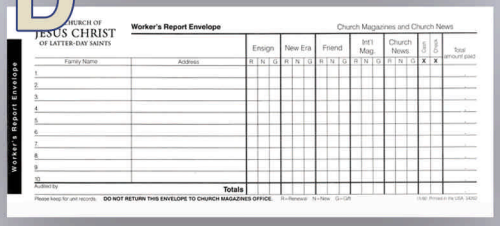
Who Should Subscribe?

Ensign — Every family. (Pay special attention to young single adults.)

New Era — Families with teens and those who teach and advise Aaronic Priesthood and Young Women.

C Subscription Offer Brochure

D Worker's Report Envelope



THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Worker's Report Envelope

Church Magazines and Church News

Ensign | New Era | Friend | Int'l Mag. | Church News

Family Name | Address

Totals

DO NOT RETURN THIS ENVELOPE TO CHURCH MAGAZINES OFFICE.

E Business Reply Envelope

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 54 SALT LAKE CITY UT
POSTAGE WILL BE PAID BY ADDRESSEE
SALT LAKE DISTRIBUTION CENTER
CHURCH MAGAZINES & CHURCH NEWS
PO BOX 26368
SALT LAKE CITY UT 84126-0368
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

NOTE: For answers to questions or to order additional campaign materials call 1-800-537-5971.