

PLEASE SAVE THESE GUIDELINES FOR REFERENCE

AD JOURNAL Guidelines

- ✓ To place your ad online visit: **www.wizevents.com/cisannualdinnerjournal2024/** and remember to register for Dinner Reservations at the same time.
- ✓ Or place your ad the traditional way: fill out the ad blank, return it to the Shul office with ad copy (printed neatly), or email it to: **dinnercis@congregationisrael.org**
- ✓ Camera ready graphics will reproduce best in as Landscape (horizontal orientation) at 1000 px (width) x 670 px (height) and sent as a JPG, GIF or PDF. Logos and business cards will reproduce best if sent electronically via online registration or email: **dinnercis@congregationisrael.org**
- ✓ All ads MUST be accompanied by payment.
- ✚ All Journal ads are sized full page with the exception of friend listing
- ✚ Ad levels will be distinguished by category heading
- ✚ Contact the Shul office for additional ad blanks, hard copy or digital.
- ✚ Print your name on the ad blank, on the line marked SOLICITED BY: *
- ✚ Approach your friends, family, colleagues and business associates
- ✚ We will happily hold a training session on how to solicit ads

🕒 Shul members who place and/or solicit ads are guaranteed a listing in a printed Dinner Program if ads are submitted **prior to Friday, March 8, 2024.**

**Print your name on the ad blank, as well as the name and address of the advertiser to guarantee that you receive credit for the ad. The Ad Journal can be viewed online throughout the year.*

For any questions, please call:
Dolores Greenfield at 908-249-2528 or Bobbie Ostrow at 973-615-2281

DINNER ATTENDANCE Guidelines

- ✨ Shul Members (2 persons) may attend the Dinner by: Placing at least 1 Journal Ad for \$675 with payment in cash, on credit card or by check and **AT NO COST BY** soliciting ad(s) for \$675, provided the advertiser does not attend the Dinner via the solicited ad(s).
- ✨ Shul Member (1 person) may attend the Dinner by: Placing at least 1 Journal Ad for \$425 with payment in cash, on credit card or by check or **AT NO COST BY** soliciting ad(s) for \$425, provided the advertiser does not attend the Dinner via the solicited ad(s).
- ✨ Each additional \$1,000 of solicited ads entitles a Shul member to invite 2 additional guests provided the advertiser does not attend the Dinner.
- ✨ Dinner couvert (if ads are not personally submitted or solicited): \$275 person with payment due in full prior to attending the dinner.
- 🚫 Ads solicited from a Shul vendor do not qualify members to attend the Dinner at no charge. A list of vendors is available in the Shul office.

THE AD JOURNAL IS CIS' BIGGEST YEARLY FUNDRAISING EVENT!

💭 Think Outside the  Box Think 💰 Big Be 💪 Bold

SOLICIT ADS AND COME TO THE DINNER FOR

FREE!

ASK your service professionals...



- A/C / Heat Company
- Accountant
- Alarm Company
- Architect
- Auto Dealer
- Auto Repair



- Bank
- Carpet Store
- Carwash
- Contractor
- Dry Cleaner / Tailor
- Gas Station
- IT Tech
- Landscaper
- Painter
- Photographer
- Plumber
- Realtor
- Tile Store
- Gym / Music / Dance
Karate / Swimming
- Play Equipment Provider
- Travel Agent
- Tutor

ASK your health and beauty providers...



- Pediatrician
- Dentist
- Orthodontist
- Doctor
- Ophthalmologist
- Chiropractor
- Drug Store
- Fitness Center
- Hair / Nail Salon
- Optician
- Spa / Massage

GET THE 
PICTURE?

ASK your favorite retailers...



- Bagel shop
- Pizza store
- Bakery
- Butcher
- Convenience store
- Grocery store
- Doughnut shop
- Kosher supermarket
- Dress shop/Men's store
- Caterer/Florist
- Jeweler/Gift Shop
- Pet store
- Sports store
- Liquor store
- Restaurant

Need  **Assistance?** **Journal** Dolores Greenfield at 908.249.2528
Dinner Bobbi Ostrow at 973.615.2281 or Marilyn Bielory at 201.463.5491
Email dinnercis@congregationisrael.org

SAMPLE SOLICITATION LETTER version1:

xx/xx/24

Dear XXX,

I hope this *email/letter* finds you well! I am writing to you today on behalf of Congregation Israel of Springfield as we plan our annual dinner celebration on April 9, 2024.

As an institution, Congregation Israel provides educational, social and cultural resources for its growing community, offering relevant programming across all its demographics. The synagogue is an important touchpoint year-round, and your support will ensure it continues to provide meaningful experiences for all members.

With your position as a *company/community leader*, I hope you will join me in supporting Congregation Israel of Springfield this year and ensuring the vitality of our local institution. To make a contribution, please fill out the attached/enclosed ad blank or visit our tribute journal to place an ad: www.wizevents.com/cisannualdinnerjournal2024/

On behalf of our entire community, thank you in advance for your generosity.

Sincerely yours,
XXXX

SAMPLE SOLICITATION LETTER version2:

xx/xx/24

Dear XXX,

It is with great pleasure that *I/we* invite you to join us on April 9, 2024 for Congregation Israel of Springfield's annual Gala dinner!

Our Guests of Honor for this year's dinner will be Miriam & Josh Stern, recipients of the Rabbi Israel Turner Memorial award; Miryam Smilow will be presented with the Aishet Chayil, "Woman of Valor" Award; Ariella & Eric Bloom, with the Young Leadership Award; and Gabe Nadel, with the Edward Konigsberg Memorial Award. The recipient of this year's Joseph Tammam Memorial Youth Community Scholarship Award will be Noa Bitansky.

This event is an opportunity to publicly recognize our honorees' dedication and leadership to Congregation Israel and our community. In bringing together both congregants and their extended family of supporters, we celebrate the legacy we have built together and the future achievements that can be realized through continued collaboration.

As our single-most important fundraiser, the Gala dinner is central to addressing the pressing needs of our ever-increasing membership, including much needed structural upgrades and other innovations to expand our vibrant educational, service and social programs for adults, teens and children.

Your past generosity has enabled CIS to advance our mission—and we turn to you once again to demonstrate your support by placing an ad in our online Tribute Ad Journal.

The enclosed ad blank describes the options for each level of sponsorship. For your convenience, our Tribute Ads and Dinner reservations can be placed online and viewed throughout the year at www.wizevents.com/cisannualdinnerjournal2024/. If you have any further questions, please call the office at 973-467-9666.

Many thanks again for honoring us with your support. *I/We* look forward to celebrating with you on April 9, 2024 at the Crystal Plaza in Livingston, New Jersey.

Sincerely yours,
XXXX