

# Congregation Kol Emeth

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**Rabbi**  
Barry Schechter

February 2018

**President**  
Paul Helman, M.D.

Dear Members and Friends of Congregation Kol Emeth,

**Vice President/  
House Committee**  
Leonard Colen

Thank goodness spring is almost here, and along with the tulips comes Ad Book time! We all want this to be a successful venture and will need the help and contributions from our entire membership, as well as from our community and friends from near and far.

**Treasurer**  
Michael E. Okmin

It is vital to Congregation Kol Emeth to make the Ad Book campaign a success. This project is a major source of revenue for our Synagogue. It requires all of us to make a genuine effort in obtaining ads and the easiest way to do this is to approach individuals and businesses and ask for their support. Anyone with whom you do business is a potential advertiser.

**Recording Sec.**  
Lisa Garbaty

**Sisterhood Rep.**  
Sarine Rohde

**Enclosed is your AD BOOK KIT. It includes the following:**

**Men's Club Rep.**  
Larry Rabyne

1. Copies of the ads you sold last year.
2. Advertising contract – **Before you give this out, print your name under the words "Member Name." If you do not put your name on the advertising contract you may not receive Earning Fund Credit for the ad. Additional advertising contract forms and solicitation letters are available for download and printing through our website or in the Synagogue office.**
3. Cover letter for obtaining ads (sign the letter preferably in blue ink.)
4. Special listing sheet (the perfect place to include all family members and friends.) If there's a category you think should be included please indicate it on the back of the "Special Listings" form.
5. Ad Book earning fund information. (The *Ad Book* is one of the major ways for you to attend the *Culminating Event*. The other ways to earn EFC are also in this packet.)

**Imm. Past Pres.**  
William F. Raffeld

## **HERE'S HOW TO MAKE OUR CAMPAIGN A HUGE SUCCESS**

1. Contact those individuals and companies that gave you ads last year.
2. Make new contacts for ads. (We know this takes time and effort, but isn't Kol Emeth worth it?) If you are unsure of who to contact there is a list of potential advertisers in the packet and on the website.
3. Fill out your special listing sheet.
4. Send ads, listings and checks to the Synagogue at the above address to the attention of the Ad Book Committee, as soon as you receive them. Since there's a lot of preparation involved in compiling the Ad Book **it is crucial to submit all of your information to the office before the deadline of Friday, May 11, 2018.**
5. Contact me with questions or success stories. Additional materials are available through our website or in the office.

***Together we can make this year the most successful Ad Book season we've had.***

**THANK YOU!**

The Ad Book Committee

**Contact Sandy Cochrane 847-679-2839**